

Engagement and Event Coordinator

HEP Level 6

POSITION NUMBER	950497
ORGANISATIONAL UNIT	Marketing and Student Recruitment
POSITION REPORTS TO	Manager Engagement and Events
OVERALL PURPOSE	The overall purpose of the Engagement and Event Coordinator is to provide high level support to the Manager Engagement and Events by contributing to the coordination and execution of the University's large-scale marketing, recruitment, and event initiatives. This includes both internal and external events designed to engage a diverse range of prospective students, including secondary school students and their key influencers, mature-age students, and current Victoria University students.
ORGANISATIONAL CONTEXT AND RELATIONSHIPS	Within the University the position: ◆ Works closely with the Brand and Marketing, Media and Corporate Communications and Digital and User Experience Marketing Automation, and teams within the Marketing and Student Recruitment team. ◆ Works with all Colleges, Shared Services, Professional Services and current Victoria University students. Outside the University the position liaises with: ◆ External large-scale event organisers and community networks. ◆ Event suppliers. ◆ Prospective students and their influencers.
LOCATION/CAMPUS	The position is currently located at the Footscray Park Campus of the University. The position and incumbent may be relocated to any other existing or future University work locations where it conducts its operations.

KEY CAPABILITIES

Victoria University is committed to building core capability across VU through investment in our staff, our systems and our processes. We will develop the capabilities of our staff to:

Deliver – Excellence Results-driven, accountability, problem solving focus.

Engage – Customer service mind-set internally, externally and particularly for students.

Collaborate and Partner – Build successful relationships, communicate effectively, influence and negotiate.

Innovate – Entrepreneurship, growth, continuous improvement, digital transformation.

Lead – Inspire direction, lead change, manage and develop people.

OUR ORGANISATION

Victoria University (VU) is a dual sector (higher education and TAFE) tertiary institution based in Melbourne, Australia. VU has academic colleges, each covering a broad discipline of study, and several research institutes and research centres. The University has campuses in Melbourne's CBD and western region, and a campus in Sydney. It also offers courses at partner institutions throughout Asia. Almost 43,000 students, including around 14,000 international students, study VU courses worldwide. In 2016, VU celebrated its 25th anniversary as a university, which also marked its 100 years as an educational institution.

Commitment to Protecting Country:

Victoria University honours its deep diversity as a foundation for collaboration and social progress. We will demonstrate sensitivity in respecting First Nation perspectives. We will ensure that we respect our Indigenous voices and commit to sustainable Protecting Country. We will take leadership responsibility, in all that we do, to improve the health and wellbeing of our local and global communities, and the planet that we share.

Commitment to Diversity and Inclusion at VU:

Victoria University believes that diversity of the workforce adds value to the University and creates a stronger, richer working environment for everyone. We are committed to making reasonable adjustments to ensure that our employees have positive, barrier-free work environments that accommodate their access needs. Employees who require adjustments are encouraged to discuss their needs with their line manager.

ORGANISATIONAL UNIT

The Student Recruitment Team within Marketing Portfolio acts as the front-line engagement team—representing the brand externally and developing strong relationships with priority secondary schools, Careers Practitioners and key influencers to increase awareness of preferences and applications to Victoria University and to Victoria University TAFE. In addition, this team drives and implements a range of recruitment and account management tactics to drive applications to VU for all audiences. The team also delivers Open Day, the largest recruitment event in the University calendar.

MAJOR TASKS AND ACCOUNTABILITIES

- ◆ Coordinate major recruitment events and expos, including the Melbourne Careers Expo, VCE and Careers Expo, Victorian Careers Show, and community events.

- ◆ Provide high level support the Manager, Engagement and Events in working with teams across the University, including the Open Day Committee and Working Group, to promote and run Open Day and other key recruitment events smoothly.
- ◆ Collaborate with the Manager, Engagement and Events, and the school leaver working group to drive the planning, implementation and evaluation of Change of Preference events.
- ◆ Provide accurate, timely information to internal and external stakeholders, supporting Student Recruitment efforts that drive lead capture, applications and preferences for Victoria University courses.
- ◆ Work with marketing teams to promote events across various channels, contribute to the development of promotional materials and digital content, and track engagement metrics to evaluate success.
- ◆ Maintain event documentation and records, prepare reports on student engagement outcomes, and manage inquiries while coordinating follow-ups.
- ◆ Supervise and mentor event staff, including the Event Support Officer and Student Ambassadors, through briefings, training, and shift management for events.
- ◆ Connect with local learning groups and community organisations to find new event opportunities that support Victoria University's recruitment goals.
- ◆ Collect feedback, study market trends, and check key statistics to report event results to the Manager, Engagement and Events, as well as use the information to improve future events and support student recruitment goals.
- ◆ Provide guidance on courses, services, and admissions policies, offering a supportive and solutions-focused approach to assisting prospective students, as required.
- ◆ Contribute to a recruitment events calendar while working with University Colleges and departments to plan strategically and assist the Manager, Engagement and Events with budget management to ensure accurate expense tracking.
- ◆ Ensure events align with university requirements by following policies and procedures, while actively contributing to their development and implementation.

TYPICAL/MAJOR CHALLENGES

- ◆ Balancing the logistics of multiple events through peak recruitment periods while maintaining communication with stakeholders to ensure strict event deadlines are met.
- ◆ Working with multiple departments, committees, and groups to ensure seamless event promotion and execution.
- ◆ Delivering timely, reliable information to both internal and external stakeholders to support student recruitment.
- ◆ Maintaining an organised event calendar while ensuring alignment with university departments for maximum impact.
- ◆ High level of judgement, initiative, independence and problem-solving skills is required in resolving issues and providing advice within own area of responsibility.

LEVEL OF SUPERVISION

- ◆ Operates under broad direction from the Manager, Engagement and Events and may have supervisory and line management responsibility for other administrative, technical and/or non-professional staff.

PROFESSIONAL AND ORGANISATIONAL KNOWLEDGE

- ◆ Experience in planning and executing events, engaging with stakeholders, supporting student recruitment, analysing data, and ensuring compliance with organisational policies.
- ◆ Ability to collaborate with secondary schools, community organisations, departments, and industry professionals.
- ◆ Competence in evaluating event success through feedback collection, market insights, and KPI tracking.
- ◆ Proficiency in relevant University systems and databases, with the aptitude to quickly adapt to new technologies and workflows.
- ◆ Understanding of university and government policies, regulations, quality assurance procedures, and legislative requirements relevant to the role.

KEY SELECTION CRITERIA

Essential:

1. Knowledge or Training Equivalent to: Completion of a degree with subsequent relevant experience; or extensive experience and specialist expertise or broad knowledge in technical or administrative fields, or an equivalent combination of relevant experience and /or education/training.
2. A current E (Employee) Working with Children Check, and a current driver's licence is mandatory.
3. Demonstrated experience in coordinating large-scale events, including venue booking, catering, and audiovisual setup, ensuring alignment with branding and engagement objectives.
4. Demonstrated understanding of appropriate behaviours when dealing with young people at events regardless of their background or diversity needs.
5. Strong organisational skills in maintaining event records, preparing reports on student engagement outcomes, and managing inquiries with timely follow-ups.
6. Demonstrated ability to work independently and collaboratively within a team to achieve key objectives, while fostering strong and effective relationships both within and beyond the University.
7. Demonstrated ability to organise and prioritise a complex workload in a busy environment, ensuring stakeholders adhere to event-bound timelines.
8. Well-developed client service skills and the ability to interact effectively with multiple internal and external stakeholders, prospective students and their influencers, current students and staff within the University community.

9. Demonstrated capacity to understand and comply with employer policy and practices in all aspects of work and conduct, including OH&S and Anti-Discrimination responsibilities and complete/attend relevant training.
10. Willingness to commit to the VU Values and Behaviours:
 - Values - Access, Excellence, Respect
 - Behaviours - Engagement, Collegiality, Courage

Desirable

1. Knowledge of the tertiary education sector and/or complex organisations.

Organisational Chart

