

Regional Recruitment Manager

HEP Level 8

POSITION NUMBER	48220G
ORGANISATIONAL UNIT	VU Global
POSITION REPORTS TO	Director, International
OVERALL PURPOSE	The overall purpose of the Regional Recruitment Manager is to make a major contribution to VU's recruitment objectives by playing a leading role in the development, implementation and evaluation of recruitment plans for assigned University markets and colleges, in consultation with the Director, International. The incumbent is responsible for ensuring strategies align with the University's international strategy and are delivered on time, within budget and to the required standard.
ORGANISATIONAL CONTEXT AND RELATIONSHIPS	<p>Within the University the position:</p> <ul style="list-style-type: none"> ◆ works closely with VU Global colleagues. ◆ works with other VU departments such as Finance Services ◆ supervises the in-country representatives and may supervise International Recruitment Officer(s). <p>Outside the University the position liaises with:</p> <ul style="list-style-type: none"> ◆ Key recruitment channel partners such as agents and partner institutions, as well as government departments, both Australian and foreign.
LOCATION/CAMPUS	The position is currently located at the City 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 and Brisbane. It also offers courses at partner institutions throughout Asia. Over 40,000 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

VU Global

VU Global is Victoria University's strategic portfolio dedicated to enhancing its international engagement and expanding its global presence. It aims to broaden the University's partnerships with international universities, research institutions, industry stakeholders, and government bodies, with a view to enhancing global student participation within a dual-sector educational environment.

By driving international student growth, promoting global learning mobility programmes, advancing Transnational Education (TNE) initiatives, and enriching the international student experience, VU Global seeks to position Victoria University as a leader in international education. VU Global leads the University's internationalisation agenda through the continuous development and implementation of strategies centred around:

- International Engagement and Business Development
- International Pathways and Partnerships
- Learning Mobility and Study Abroad
- International Scholarships and Sponsorships
- International Admissions and Operations
- International Systems and Analytics
- International Marketing and Communications
- Transnational Education (TNE)

To support these objectives, VU Global strategically partners with an extensive network of education agents, industry partners, government entities and peak bodies both nationally and across the globe.

MAJOR TASKS AND ACCOUNTABILITIES

- ◆ Identify and maximise recruitment opportunities, working with key partners including agents, scholarship agencies and feeder institutions.
- ◆ Act as VU's internal recruitment expert for assigned countries, channels and colleges, providing advice and recommendations on market intelligence, education systems, admissions qualification equivalency, recruitment channels, institutional partners and opportunities to support recruitment outcomes.
- ◆ Manage a small and specialised unit where significant innovation, initiative and judgement are required.
- ◆ Develop, implement and manage country, college and key partner recruitment plans to increase Victoria University's profile internationally and to achieve the University's performance outcomes, particularly in achieving onshore revenue targets and effectively managing human and financial resources.
- ◆ Work with International Communications Manager to develop and produce an appropriate range of electronic and print communications instruments and marketing tools to assist in the engagement with prospects from key recruitment channels.
- ◆ Produce, analyse and communicate data relating to our key recruitment channels and college performance, including intelligence on markets, channels and competitor activity, to senior VUI colleagues, with clear recommendations for action.
- ◆ Work with the International Admissions Manager to ensure that admissions requirements are appropriate and that responses to applications and enquiries are effective and efficient.
- ◆ Develop and maintain relationships with key external stakeholders in assigned countries, including Austrade, alumni, relevant local and foreign government departments, industry, and media as appropriate.
- ◆ Represent the University externally in carrying out a range of international business development and student recruitment outreach activities for assigned countries, both onshore and offshore, including providing persuasive and expert guidance to prospective international students and to current/prospective agents and other partners.
- ◆ Provide high quality and timely stakeholder relationship management.
- ◆ Identify, assess, prioritise and control risks to the health and safety of staff, students, visitors and contractors to the environment arising from the operation of the area under their responsibility, and ensure that a safe system of work is developed and followed through appropriate training, supervision and monitoring in line with the annual OH&S Plan.

TYPICAL/MAJOR CHALLENGES

- ◆ Requires depth of expertise developed through extensive relevant experience and application.
- ◆ Planning and decision making requires integration of a range of university policies and external requirements.
- ◆ Required to achieve objectives operating within complex organisational structures and within resource limitations.
- ◆ Reasonable innovation, initiative and/or judgement is required.
- ◆ Review and evaluation of current activities to ensure ongoing relevance and achieve continuous improvement/excellence.
- ◆ High degree of independent decision making as well as collaborative decision making in consultation with others.
- ◆ Works independently, prioritises work demands to respond to emerging university requirements

LEVEL OF SUPERVISION

Operates under broad direction from the Director, International and may be required to manage other administrative, technical and/or professional staff.

PROFESSIONAL AND ORGANISATIONAL KNOWLEDGE

- ◆ Significant specialist knowledge and experience in the recruitment of international students, preferably to Australia.
- ◆ Well-developed ability to plan, develop, implement and review programs/projects involving major change, which may impact on other areas of the institutions operations.
- ◆ Good understanding of Federal and State Government legislation and policies related to the tertiary education sector and its impact in their area of responsibility.
- ◆ Knowledge and sound understanding of University operations, governance and decision-making processes, including quality assurance policies and procedures and other relevant legislative requirements.
- ◆ Multi-sector perspective and understanding of key issues in higher education and vocational education.

KEY SELECTION CRITERIA

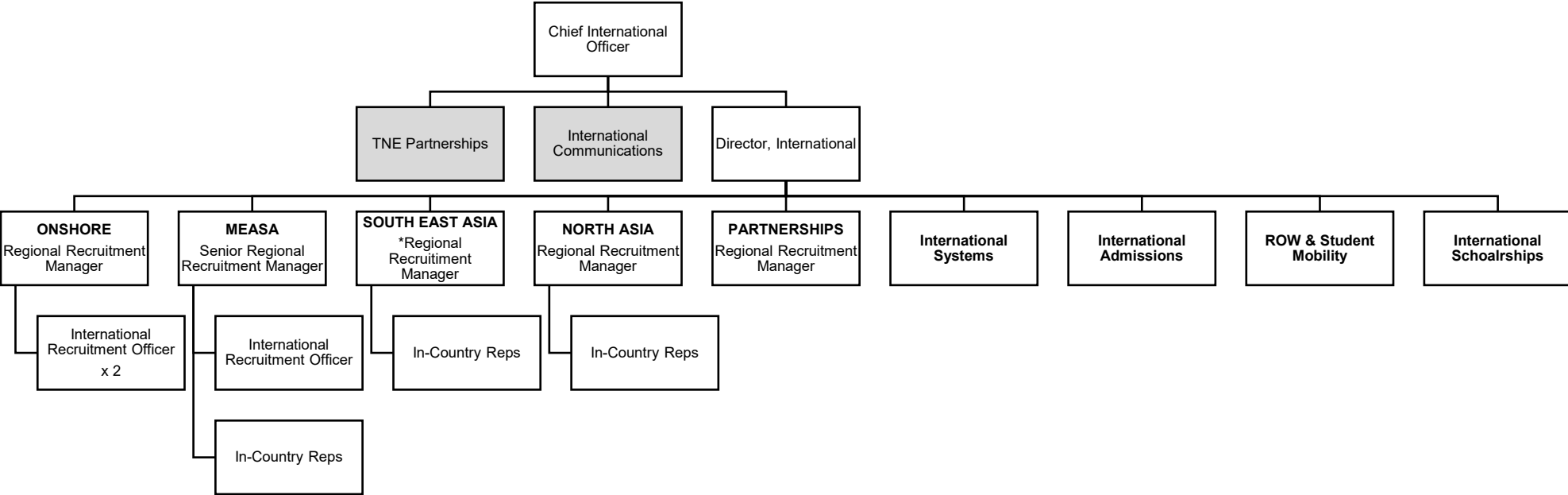
Essential

1. Knowledge or Training equivalent to: Post graduate qualifications or progress towards postgraduate qualifications and extensive relevant experience, or extensive experience and management expertise, or an equivalent combination of relevant experience and/or education.
2. Proven experience and success in international student recruitment and marketing of educational services, with experience in developing, delivering and evaluating international student recruitment plans and an ability to make strategic and operational planning inputs.
3. Highly developed written, oral communication and interpersonal skills, including negotiation, influencing and problem solving skills with an emphasis on stakeholder management and cross-cultural competency.
4. An ability to establish and maintain a wide network of contacts to promote the University and its offerings to key stakeholders within Australia and internationally, establishing the University as an institution of preferred choice for key international bodies.
5. Demonstrated knowledge of the Australian university system and government policy and legislative requirements affecting international students.
6. Demonstrated relevant financial expertise (business proposals, management of budget, financial reporting, forecasting and analysis).
7. Ability to lead and manage staff and operate as an effective team member in a diverse environment, managing confidential and sensitive material.
8. Well demonstrated capacity to work on multiple projects simultaneously and deliver results determined by critical dates in an organisational environment, whether as part of a team or independently.
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.

Desirable

1. Experience in working with international students and competency in a language other than English.
2. Understanding of, and willingness to comply with, quality assurance policies and procedures and other relevant legislative and policy requirements applicable to the University as they relate to international students.

Organisational Chart



*denotes position