



MANAGER, PROSPECTIVE STUDENTS OFFICE POSITION DESCRIPTION

INSTRUCTIONS: Press the tab key to move through the grey areas and type your information. This form is to be used to outline the duties for a professional staff position, based on the Classification Standards Policy (Professional Staff).

Position Title:	Manager, Prospective Students Office	Position Number: 11013	Faculty/Division: Student Services
Classification:	HE09(A)	No. Direct Reports & Highest Classified Position: 8 / HE07	School/Branch: Prospective Students Office
FTE:	Reports to: (Title) General Manager, Student Services	Fixed <input type="checkbox"/> Continuing <input checked="" type="checkbox"/>	Discipline/Unit:
Position Summary:	<p>With the University of Adelaide on a continued path of growth in student numbers, the Manager of the Prospective Students Office is responsible for the strategic direction for student recruitment of domestic coursework and onshore international school students. The Manager must ensure all plans are in line with the University's Strategic Plan and the Divisional Business Plan and will significantly contribute to meeting growth targets in quantity, quality and diversity of the student body.</p> <p>The Manager must work closely with Faculties, Marketing & Strategic Communications and others involved in the recruitment of students to the University.</p>		
Position Characteristics:	Scope	<p>The Prospective Students Office coordinates student recruitment activity for domestic coursework and onshore international school students across the University in close association with the Faculties. The Manager is responsible for the staff, physical and budgetary resources of the Office.</p> <p>The Prospective Students Office belongs to the Division of the Deputy Vice-Chancellor & Vice-President (Academic), forming part of the Student Services Branch.</p>	
	Significant internal/external relationships	<ul style="list-style-type: none"> ▪ General Manager, Student Services ▪ Deputy Vice-Chancellor & Vice-President (Academic) and the Office of the DVC&VP(A) ▪ Executive Deans ▪ Faculty Managers ▪ Marketing & Strategic Communications ▪ Student Services ▪ High School Principals and Careers Counsellors ▪ Student Recruitment Managers at UniSA and Flinders 	
	Special conditions	Some out of hours and interstate travel will be required for this position	
	Delegations	Relevant HR and Financial delegations prescribed to this position	

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<p>Key Responsibilities and Outcomes</p> <p>Describe the key responsibilities and outcomes required for the role in the normal course of work</p>	1	Student Recruitment Strategy	<ul style="list-style-type: none"> ▪ Provide leadership in the conceptualising, development, implementation and review of operational strategies for student recruitment. ▪ Lead the development of a student recruitment plan (domestic coursework and onshore international school students), which aligns with university Strategic Plan, Divisional Business Plan. ▪ Ensure the recruitment strategy integrates with the work of other operational units, in particular Faculties and Marketing & Strategic Communications (M&SC). ▪ Provide high quality advice to the GMSS, DVC&VP(A) and other senior managers in relation to student recruitment strategy, operations and outcomes.
	2	Stakeholder Engagement	<ul style="list-style-type: none"> ▪ Build and maintain strong relationships with internal and external stakeholders. ▪ Develop effective recruitment networks with feeder institutions, high schools, TAFE and other VET providers, etc. ▪ Collaborate with M&SC on marketing and promotional matters. ▪ Collaborate with Faculties and schools on recruitment Strategies and activities.
	3	Resource Management	<ul style="list-style-type: none"> ▪ Effective management of the PSO's financial, physical, operational and human resources.
	4	People Management	<ul style="list-style-type: none"> ▪ Ensure effective people management of direct reports to ensure the PSO delivers its services as effectively and efficiently as possible.
	5	Operational Management	<ul style="list-style-type: none"> ▪ Develop an operational plan which reflects agreed strategies and which takes account of available resources. ▪ Implement and review the Student Recruitment Plan. ▪ Undertake operational management of designated student recruitment programs and events and represent the University at these events when required.
<p>Criteria</p>	<p>Capabilities and Behaviours</p>	Achievement Drive	<ul style="list-style-type: none"> ▪ Sets challenging and realistic goals and clear measures of success for themselves and their teams. ▪ Identifies and handles impediments to achieving outcomes. ▪ Demonstrates personal energy and enthusiasm for programs and projects.
		Communication	<ul style="list-style-type: none"> ▪ Presents information persuasively, with skill and power, seeking to influence an audience of critical importance to the University, profession or discipline.

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		Leadership	<ul style="list-style-type: none"> Encourages and supports others to take on new challenges and opportunities. Works effectively to reduce silos and encourage collaboration across groups. Lives and promotes the values and goals of the organisation.
		Relationship Building	<ul style="list-style-type: none"> Actively uses information gathered from relationships to contribute to the University strategy. Establishes strong external networks to support University goals. Seeks to understand the motivations and positions of key stakeholders to identify and build on common points of interest.
		Teamwork	<ul style="list-style-type: none"> Creates an environment where team members have input into the discussion – does not dominate. Keeps team members informed of relevant issues impacting on them or their work.
		Managing People	<ul style="list-style-type: none"> Practices sound and timely decision making, considering available information. Empowers others, establishing clear responsibilities and accountabilities and equally valuing all team members. Encourages calculated risk taking by staff and allows individuals to learn and grow for mistakes. Celebrates success achieved in all areas of the business.
		Strategic Thinking	<ul style="list-style-type: none"> Creates strategic plans to realise organisational goals. Establishes and maintains business relationships with key stakeholders (government, business, educational partners) to further the interest of the University.
	Knowledge and Experience		<ul style="list-style-type: none"> Experience in managing, monitoring resources. Experience in managing and developing a small team. Demonstrated extensive experience in student recruitment and/or marketing. Demonstrated knowledge of the Australian Higher Education sector and the University of Adelaide, in particular the major issues and trends effecting student recruitment.
	Qualifications		<ul style="list-style-type: none"> Bachelor degree



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<p>Occupational Health, Safety and Welfare Requirements</p>	<ul style="list-style-type: none"> • All Supervising staff are required to implement and maintain the University's OH&S Management System in areas under their control ensuring compliance with legislative requirements and the established Performance Standards. All other staff will assist the Head of School/Branch to create and maintain a safe and healthy work environment by working safely, adhering to instructions and using the equipment provided in accordance with safe operating procedures. Where appropriate, staff will initiate and participate in worksite inspections, accident reporting and investigations, develop safe work procedures and provide appropriate information, instruction, training and supervision. Staff will also inform the Head of School/Branch of any unsafe working practices or hazardous working conditions.
<p>University Expectations</p>	<p>All staff are expected to:</p> <ul style="list-style-type: none"> • Contribute to the efficient and effective functioning of their team or work unit in order to meet University objectives. This includes demonstrating appropriate and professional workplace behaviours in accordance with the Code of Conduct, providing assistance to team members if required and undertaking other key responsibilities or activities as directed by one's supervisors; • Participate in the Performance Development Review Process which includes a regular review of their performance against the responsibilities and performance objectives associated with the role and demonstration of appropriate behaviours which reflect a commitment to the University's values and strategic directions; • Perform their responsibilities in a manner which reflects and responds to continuous improvement; and • Familiarise themselves and comply with the University's Occupational Health and Safety, Equity and Diversity and other relevant University Policies and procedures.