

POSITION DESCRIPTION

POSITION TITLE:	Coordinator, Student Engagement
FULL OR PART-TIME:	Part Time
PERMANENT/ CASUAL:	Permanent
RESPONSIBLE TO:	Senior Manager, University Relations and Business Development
NO. OF SUBORDINATES:	Nil

POSITION PURPOSE:

The purpose of this position is to assist and support the Senior Manager, University Relations & Business Development, in a variety of sales, marketing and recruitment activities.

The primary responsibility of this role is to coordinate the CISAustralia Student Ambassador program. This program is being established to coordinate all student-to-student marketing activities, both on-campus and online to generate student enquiries & applications. The position will also manage enquiry responses with the support of the broader marketing team. Additionally, the role involves organising and executing student-to-student recruitment, sales, and marketing functions, including student exhibitions, university fairs, promotional events, display booths, presentations, seminars, and online information sessions. The role will also oversee the development, production, and distribution of print materials when needed.

Collaboration with other departments (Customised Programs and Admissions) is essential, particularly in providing administrative support for various tasks. The position requires a sales-driven mindset, with a focus on business growth through the generation of creative ideas and strategies. Developing and maintaining strong, long-term relationships with universities, external partners, and stakeholders is a key aspect of the role.

Administrative duties include managing student enquiries and application data, assisting with e-marketing activities, and developing sales, marketing and admissions reports. Additional tasks may involve the collection and analysis of marketing data and participation in various marketing projects to support the team's overall goals and admissions processing.

DETAILED DUTY STATEMENT

Student to student marketing:

1. Recruit CISAustralia program Alumni to take part in the CISAustralia student ambassador program, with the aim to generate student enquiries and applications.
2. Provide training (via zoom) to CISAustralia Student ambassadors on the various CISAustralia programs as well as the tasks they are required to complete on campus.
3. Coordinate CISAustralia Student ambassadors to participate in on-campus marketing activities across all 40 Australian Universities campuses (student to student) including but not limited to:

exhibitions, university fairs, promotional events, display booths, presentations, seminars, and online information sessions.

4. Develop and maintain templates of documentation to support student ambassador activities.
5. Assist in the development of CISAustralia marketing collateral, including posters, brochures, flyers etc.
6. Develop and maintain University relationships in conjunction with the Senior Manager, University Relations & Business Development.
7. Identify new opportunities and new ideas to achieve growth in the organisation – as related to recruitment, sales and marketing.

Enquiry coordination:

1. Coordinate and respond to CISAustralia student enquiries in-line with the CISAustralia enquiry process.
2. Continually develop and improve the process of responding to student enquiries.
3. Coordinate the collation of regular marketing data, sales, marketing and admissions reports and market intelligence.

Customised Programing

1. Support the Customised Programs (CP) Manager and Coordinators with various CP projects as requested.

Admissions / Administration:

1. At times assist in the response of applications as required
2. Data entry as required.
3. At times, work closely with the admissions team to develop and improve processes.

Other:

1. Maintain a positive relationship with student ambassadors and all University staff.
2. Other duties as required by the Executive Director, Senior Manager University Relations & Business Development or the Admissions and Enrollments Services Manager.
3. Present the CISAustralia brand in the highest professional manner at all times

SELECTION CRITERIA:**Essential:**

1. Completion of a Bachelor Degree level qualification with relevant work related experience or equivalent
2. Very high organisational skills that allow the appointee to coordinate and prioritise high seasonal workloads.
3. Experience in a sales driven work environment
4. Willing and able to work 21 hours per week, spread across 4 or 5 days
5. Advanced IT skills, particularly in Microsoft Outlook, Word and Excel.
6. Ability to coordinate groups of student ambassadors across multiple campuses at one time via various communication platforms (Email, WhatsApp, Phone)
7. Problem solving and a high level of accuracy and an attention to detail in related administrative tasks
8. High standards of customer service in a cross-cultural environment
9. Demonstrated ability to work with a minimum of supervision and as an effective member of a small team in a busy work environment.
10. Strong administration, communication and interpersonal skills
11. Presents a professional image with associated business attire at all times

Last Reviewed	October 2024
Authorised	Executive Director