

POSITION DESCRIPTION

Position Title	National Manager, Future Students		
Organisational Unit	Marketing and External Relations Directorate		
Functional Unit	Future Students		
Nominated Supervisor	Head of Future Students		
Classification	HEW 9		
CDF Level	CDF2M	Position Number	10608162
Attendance Type	Full Time	Date reviewed	13-OCT-2026

ABOUT AUSTRALIAN CATHOLIC UNIVERSITY

ACU has a bold vision for its future. Our Vision 2033 is our landmark statement of strategic direction for ACU's mission as a Catholic university to constitute a 'Christian presence in the university world confronting the great problems of society and culture'. Our mission is to help shape the coming generations in Australia and beyond, by enabling flourishing lives, fostering thriving communities, and building a more ethical future.

Our Catholic mission informs everything we do – challenging us to respect the dignity of the human person, serve the common good, and embed ethical and social justice considerations throughout our teaching and research. We strive to live our core values of truth, excellence, and service.

We are a publicly funded university, and while we are young, we have grown significantly and we and we are making our mark: we are one of the largest university contributors to the care economy in Australia and rank among the top universities worldwide. We have seven campuses around Australia, more than 200 partner universities on six continents, and a campus in Rome, Italy.

We prioritise our staff, supporting their growth with a positive culture, generous leave, and flexible work arrangements. We invite all staff to engage with our mission in whatever way is most meaningful to them – whether as Catholics, as members of other churches and faiths, or as people with no religious affiliation but who are willing to embrace our vision, mission and strategic direction. We continue to invest in our facilities and workplaces and actively involve staff in shaping the future direction of the organisation.

For further information about the university please refer to ACU's [organisational structure](#).

ABOUT THE MARKETING AND EXTERNAL RELATIONS DIRECTORATE

The Marketing and External Relations (MER) Directorate, led by the Chief Marketing Officer (CMO), encompasses Communications and Creative Services, Future Students, Digital Experience, and Strategy and Planning.

MER leads the delivery of integrated, insight-led marketing strategies that strengthen the University's reputation for excellence while supporting student growth, engagement and institutional impact. Central to this is communicating who we are as a university - grounded in truth, excellence and service - and presenting a compelling invitation to students and staff to be part of a community inspired by a shared vision of flourishing

PD_National Manager, Future Students

lives, thriving communities and an ethical future.

In doing so, MER plays a key role in shaping, articulating and positioning ACU's Catholic identity and mission, ensuring it is expressed clearly and authentically as a core element of the University's engagement with its diverse stakeholders, including prospective students, Catholic partners and communities, and staff, and reinforcing ACU's position as a first-choice university within these communities.

Working in close partnership across the University, MER adopts an audience-centred approach, translating strategic priorities into coordinated, impactful marketing and engagement outcomes. The Directorate operates as a service-oriented, enabling function, supporting faculties and portfolios while maintaining coherence, consistency and quality. MER delivers integrated, end-to-end services spanning campaigns and advertising, media relations, design, communications, student recruitment, digital experience, user experience design, market insights, and events.

ABOUT FUTURE STUDENTS

Within MER, the Future Students team develops and executes the university's domestic student recruitment strategy both at a national level, and aligned to the needs of the local markets in which the university's campuses are based. The team is also responsible for forming and nurturing relationships with the high school community, as well as generating opportunities to enhance ACU's attractiveness amongst school leaver, non-school leaver and postgraduate audiences.

POSITION PURPOSE

The National Manager, Future Students is a key leadership role within the Future Students team, responsible for leading ACU's campus-based Future Students teams and driving the effective implementation of domestic student recruitment initiatives across the University.

Reporting to the Head of Future Students, the role provides strategic and operational leadership to a nationally dispersed team, ensuring the development and successful delivery of recruitment plans and engagement activities that support ACU's domestic student recruitment objectives and enrolment targets. The role is responsible for translating strategic priorities into actionable recruitment initiatives, ensuring activities are nationally coordinated while remaining responsive to local market opportunities and campus needs.

Working collaboratively with internal and external stakeholders, the National Manager will identify emerging opportunities, strengthen ACU's market presence and enhance engagement with prospective students and their influencers across school leaver, non-school leaver and postgraduate audiences.

Through strong leadership, data-informed decision making and a focus on continuous improvement, the role drives operational excellence, high team performance and effective stakeholder engagement across the Future Students function to achieve measurable recruitment outcomes.

Some flexibility in working hours is required to attend events and activities held outside standard business hours and at offsite locations. This role supports recruitment activities across ACU's North Sydney, Strathfield, Blacktown, Brisbane, Melbourne, Ballarat, and Canberra campuses. The incumbent may be required to work from any of these locations, as required to meet operational needs.

KEY RESPONSIBILITIES

Introduction

A number of frameworks and standards express the University's expectations of the conduct, capability, participation and contribution of staff. These are listed below:

- [ACU's Vision 2033](#)
- [Catholic Identity and Mission](#)
- [Code of Conduct for all staff](#)
- [ACU Capability Development Framework](#)
- [ACU Staff Enterprise Agreement 2022-2025](#)
- [ACU Staff Reconciliation Action Plan](#)

The [Capability Development Framework](#) describes the core competencies needed in all ACU staff to achieve the university's strategy and supports its mission.

Responsibility	Scope
Lead the development, implementation and continual refinement of national domestic student recruitment operational plans and initiatives, ensuring alignment with the University's strategic priorities, enrolment objectives and growth targets.	The position contributes to activities; outcomes and goals; that are implemented and have impact across the University
Provide strategic direction and oversight of campus-based recruitment plans and initiatives, ensuring a coordinated national approach while responding to the unique opportunities and challenges of local markets.	The position contributes to activities; outcomes and goals; that are implemented and have impact across the University
Lead, coach and develop a nationally dispersed team of Future Students professionals, fostering a high-performance culture centred on collaboration, accountability, innovation and service excellence.	The position mainly contributes to activities; outcomes and goals within their immediate team or work unit
Maintain strong relationships, provide advice, and partner with Faculties, First Peoples Directorate, Education Pathways, Marketing and External Relations colleagues and other key stakeholders to identify and deliver coordinated opportunities that enhance ACU's attractiveness and competitiveness in key student markets.	The position contributes to activities; outcomes and goals; that are implemented and have impact across the University
Strengthen ACU's profile and reputation through strategic engagement with schools, career practitioners, pathway providers and other external stakeholders that influence student decision-making.	The position contributes to activities; outcomes and goals; that are implemented and have impact across the University
Establish and maintain nationally consistent frameworks for measuring, analysing and reporting recruitment activity performance, stakeholder engagement and return on investment.	The position mainly contributes to activities; outcomes and goals within the faculty/directorate/organisational unit
Ensure effective use of CRM and recruitment technologies, promoting data integrity, compliance and consistent record management practices across all Future Students teams.	The position mainly contributes to activities; outcomes and goals within their immediate team or work unit
Provide leadership input, governance and decision-making on recruitment initiatives, campaign activity and Future Students priorities.	The position mainly contributes to activities; outcomes and goals within the faculty/directorate/organisational unit

Responsibility	Scope
Lead the planning, management and monitoring of Future Students operating budgets, ensuring resources are allocated effectively to maximise recruitment outcomes and organisational value.	The position mainly contributes to activities; outcomes and goals within their immediate team or work unit

HOW THE ROLE OPERATES

The position will have the freedom to implement changes to policies; processes and procedures based on their expertise.
The position is expected to demonstrate critical thinking to make recommendations; to meet changing demands; and provide business aligned solutions.
The position needs to build relationships with staff across the organisation to perform their duties.
The position manages a geographically dispersed team.

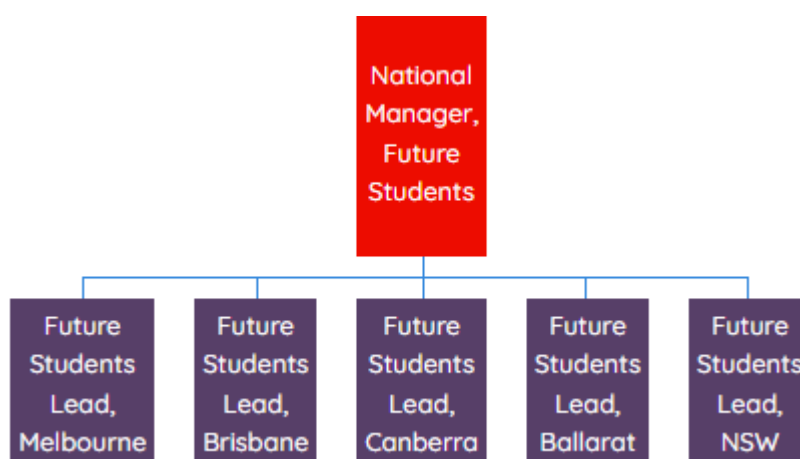
SELECTION CRITERIA

Qualifications, skills, knowledge and experience:	• Qualification - Completion of a relevant postgraduate qualification in marketing and extensive experience in a similar role. • Experience - Extensive experience in developing and leading future student recruitment programs that support organisational goals and achieve performance targets within the higher education sector. • Experience - Extensive experience managing and coaching geographically dispersed staff to achieve organisational goals and deliver agreed performance targets. • Skill - Demonstrated ability to leverage data and analytics to inform decision-making, identify new opportunities, and develop actionable plans. • Experience - Demonstrated ability to work collaboratively and constructively with a wide range of internal stakeholders including senior managers and academic staff, and external stakeholders including high school and external partners. • Qualification - Current driver's licence.
Core Competencies:	• Demonstrate confidence and courage in achieving ACU's Mission, Vision and Values by connecting the purpose of one's work to ACU's Mission, Vision and Values. • Understand the business environment in which ACU operates and adopt a university-wide point of view to seize opportunities and improve commercial viability. • Keep stakeholder interest at the core of ACU business decisions and ACU service excellence as a top priority. • Work collaboratively internally and externally to ACU to capitalise on all available expertise in pursuit of excellence. • Coach and develop self and others through setting clear expectations, managing performance and developing required capabilities to establish a culture of learning and improvement.

Essential Attributes:	Demonstrated commitment to cultural diversity and ethical practice principles and demonstrated knowledge of equal employment opportunity and workplace health and safety, appropriate to the level of the appointment.
Working with Children and vulnerable adults check	Evidence of the ability to work with children and/or vulnerable adults, and contribute to and protect their safety and wellbeing. The successful applicant of this position will be required to hold a valid working with children clearance for the State or Territory in which the position is located.
Pre-employment declaration and background check	Preferred candidates will be required to complete mandatory pre-employment declarations and background checks, including those related to gender-based violence and foreign interference, in line with ACU's compliance requirements.

REPORTING RELATIONSHIPS

For further information about the structure of the University, refer to the Organisation Chart



<https://www.acu.edu.au/about-acu/leadership-and-governance/leadership/organisational-structure>