

POSITION DESCRIPTION

Position Title	Manager, International Recruitment Operations		
Organisational Unit	The Global Portfolio		
Functional Unit	International Recruitment		
Nominated Supervisor	Associate Director, Global Marketing and Recruitment		
Classification	HEW 8		
CDF Level	HEW 8 CDF1	Position Number	10611366
Attendance Type	Full Time	Date reviewed	17-APR-2026

ABOUT AUSTRALIAN CATHOLIC UNIVERSITY

Mission Statement: *Within the Catholic intellectual tradition and acting in Truth and Love, Australian Catholic University is committed to the pursuit of knowledge, the dignity of the human person and the common good.*

An ACU education builds on the Catholic understanding of faith and reason working together in pursuit of knowledge and promotion of human dignity and the common good.

An ACU education seeks to transform lives and communities. Students are challenged to look beyond the classroom, solve real-world problems, develop their own search for meaning and cultivate strong professional ethics. They are invited to stand up for people in need and causes that matter.

ACU is open to all. As is common with great Catholic institutions the world over, the university is inclusive and supportive of everyone, every day – regardless of their faith or tradition.

ACU is a young university making a serious impact. Ranked in the top two per cent of universities worldwide and in the top 10 Catholic universities, we're also a leader in employability with 94 per cent of our graduates employed. The university has seven campuses around Australia, a campus in Rome, Italy, and an online campus – ACU Online.

ACU has four faculties, and several research institutes and directorates. We believe our number one asset is our people. It's the character, enthusiasm and dedication of our staff that make this a university like no other. All our staff contribute to the achievement of our goals set out in ACU's Vision 2033 and aim to provide high-quality services with a strong focus on service excellence.

To be agents of change in the world, we all need to see life through the eyes of others. We believe that our role as a university is to inspire and equip people to make a difference – and that means cultivating their ability to act and think empathetically.

The structure to support this complex and national university consists of:

- Vice-Chancellor and President
- Deputy Vice-Chancellor - Catholic Mission
- Provost and Deputy Vice-Chancellor (Academic)
- Deputy Vice-Chancellor (Corporate)
- Deputy Vice-Chancellor (Research and Enterprise)
- Deputy Vice-Chancellor (Education)

ABOUT THE GLOBAL PORTFOLIO

The Global portfolio is responsible for the development and advancing ACU's international strategies and activities. The portfolio drives excellence and impact, to enhance the global reach of the university.

With institutional responsibility for driving the University's Global Strategy and facilitating the university's global engagement activities, the portfolio achieves this through developing international partnerships, driving the recruitment of international students and promoting ACU's international profile. Global has specific responsibility for the recruitment, admission, and ongoing support of international students at ACU in addition to managing global partnership collaboration, international network coordination and inbound and outbound exchange and study abroad programs. Global has also has institutional leadership responsibility for managing and supporting the achievement of the university's global goals, plans and aspirations across the three key institutional activities of teaching, research and engagement.

POSITION PURPOSE

The Manager, International Recruitment Operations, leads the planning, coordination and delivery of strategies, insights and projects that enhance international student recruitment performance and support the university's global engagement objectives. The role translates strategic priorities into actionable plans, oversees forecasting and reporting and provides tailored market intelligence and specialist analysis to inform decisions on market development, course initiatives and broader institutional priorities.

The role exercises strategic oversight of the international enquiry to enrolment lifecycle, including performance management of recruitment partners, external vendors and suppliers. Working collaboratively across key university stakeholder groups, the Manager, International Recruitment Operations ensures international student recruitment and marketing activities are aligned, measurable and effective, contributing to continuous improvement, operational excellence and the achievement of international enrolment and revenue goals.

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
Provide strategic support to the Associate Director, Global Marketing and Recruitment in the development, implementation and continuous improvement of international student recruitment and marketing strategies to optimise enrolments and ensure effective enquiry-to-enrolment outcomes across all markets and channels.	The position mainly contributes to activities; outcomes and goals within the faculty/directorate/organisational unit
Lead the planning, coordination and delivery of strategic initiatives and cross-functional projects that enhance recruitment effectiveness, build team capability, and support the achievement of international enrolment and conversion targets.	The position mainly contributes to activities; outcomes and goals within the faculty/directorate/organisational unit
Translate strategy into executable plans, leading on planning, reporting, forecasting, and project delivery to ensure recruitment operations are evidence-based, scalable, and aligned with University priorities.	The position contributes to activities; outcomes and goals; that are implemented and have impact across the University
Collaborate and build strong relationships with key stakeholders across ACU, such as Marketing and External Relations, Faculties and the Office of the Provost, to support the delivery of insight-led international student recruitment and communications initiatives that enhance ACU's global profile and drive prospective student engagement.	The position contributes to activities; outcomes and goals; that are implemented and have impact across the University
Deliver strategic and trusted market intelligence and business insights to inform decision-making across international recruitment, marketing, admissions, partnerships, and transnational education, including market prioritisation, agent and partner performance, competitor analysis, conversion optimisation, yield management, and load monitoring.	The position mainly contributes to activities; outcomes and goals within the faculty/directorate/organisational unit
Provide strategic insights and evidence based analysis to inform university wide decision making on enrolment planning, new course development, course reviews, fee setting, and broader global engagement initiatives.	The position contributes to activities; outcomes and goals; that are implemented and have impact across the University
Provide trusted advice to executive and senior leaders, drawing on sector-leading expertise and best practice to evaluate initiative effectiveness, strengthen ACU's global brand presence, and support the achievement of international enrolment and revenue objectives.	The position mainly contributes to activities; outcomes and goals within the faculty/directorate/organisational unit

Responsibility	Scope
Lead the management and optimisation of ACU's international enquiry, acquisition, and conversion operations, , to drive consistent performance, accountability, and continuous improvement across the recruitment lifecycle.	The position mainly contributes to activities; outcomes and goals within the faculty/directorate/organisational unit
Lead the ongoing analysis and performance evaluation of ACU's international recruitment channels, providing strategic insights and market intelligence to optimise return on investment and guide international recruitment strategies and operational decision-making.	The position mainly contributes to activities; outcomes and goals within the faculty/directorate/organisational unit
Contribute to other projects as relevant within the classification level, as required from time to time.	The position mainly contributes to activities; outcomes and goals within the faculty/directorate/organisational unit

HOW THE ROLE OPERATES

The position seeks commercial opportunities to improve core business to help ACU meet organisational objectives.
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.
This position does not have managerial responsibilities.

SELECTION CRITERIA

Qualifications, skills, knowledge and experience:	<ul style="list-style-type: none"> • Qualification - Postgraduate qualifications and extensive relevant experience; or extensive management experience and proven management expertise; or an equivalent combination of relevant experience and/or education/training. • Experience - Extensive experience in international student recruitment and marketing in a tertiary environment with demonstrated experience of developing and applying performance frameworks, KPIs and targets to optimise recruitment outcomes. • Experience - Demonstrated experience leading complex, cross-functional initiatives in international student recruitment, marketing, admissions, or a comparable enterprise environment, with accountability for translating institutional strategy into executable plans and measurable outcomes. • Knowledge - Demonstrated ability to conduct research, collate and analyse data and produce reports for a wide range of institutional stakeholders. • Knowledge - Well-developed understanding of the international higher education environment, including
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	<p>recruitment channels, student decision-making, compliance and quality considerations, and emerging sector trends, with the ability to apply this knowledge to improve institutional performance.</p> <ul style="list-style-type: none"> • Skill - Proven ability to deliver authoritative market intelligence, forecasting, modelling and business cases to inform senior decision-making. • Skill - Strong capability to advise senior leaders and engage constructively with diverse stakeholders, building effective relationships, aligning priorities, and supporting evidence based decision making in complex environments. • Skill - Demonstrated expertise in the use of CRM systems, data platforms and reporting tools to support enterprise-level insights, performance monitoring, continuous improvement and strategic decision-making.
Core Competencies:	<ul style="list-style-type: none"> • 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. • Work collaboratively internally and externally to ACU to capitalise on all available expertise in pursuit of excellence. • Communicate with purpose. Gain the support of others for actions that benefit ACU. Negotiate for mutually beneficial outcomes that are aligned with the Mission, Vision and Values of the University. • Make informed, evidence-based decisions by sourcing and interpreting University and business information.
Essential Attributes:	<p>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.</p>
Working with Children and vulnerable adults check	<p>This role does not require a Working with Children Check.</p>
Pre-employment declaration and background check	<p>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.</p>

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>

