

POSITION DESCRIPTION

Position Title	Sales and Conversion Officer		
Organisational Unit	Marketing and External Relations Directorate		
Functional Unit	Future Students		
Nominated Supervisor	National Manager Sales and Conversion		
Classification	HEW 5		
CDF Level	CDF1	Position Number	10610598
Attendance Type	Full Time	Date reviewed	17-APR-2023

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.*

At ACU we pride ourselves on offering a welcoming environment for everyone. At the same time, we are a university committed to standing for something clear. We stand up for people in need and causes that matter. ACU's Mission is central to the University and informs every area – integrating the dignity of the human person, the common good, and ethical and social justice considerations into our core activities of student learning and teaching, research and service.

We are a publicly funded university which has grown rapidly over the past few years. We're young, but we are making our mark: ranking 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 know that our people make us a university like no other. It's your values, action and passion that makes the difference. Whatever role you may play in our organisation: it's what you do that defines who we are.

We value staff, offering excellent leave and employment conditions, and foster work environments where they have the ability to grow and develop. We continue to invest in our facilities and workplaces, and actively involve staff in shaping the future direction of the organisation.

Each portfolio consists of several Faculties, Research Institutes or Directorates. The Vice President drives both the Identity and the Mission of the University. In addition, five Associate Vice-Chancellors and Campus Deans focus on the University's local presence and development of the University at the local 'campus' level. For further information about the University please refer to the Organisation Chart.

All our staff contribute to the achievement of our goals set out in the Strategic Plan 2020-2023 and aim to provide high quality services with a strong focus on service excellence. Several frameworks and standards also express the University's expectations of conduct, capability, participation and contribution of staff.

ABOUT THE MARKETING AND EXTERNAL RELATIONS DIRECTORATE

The Marketing and External Relations (MER) directorate, led by the Director of MER, encompasses Communications and Creative Services, Future Students, Digital Experience and Strategy and Planning. Marketing and External Relations plays a key role in profiling and positioning ACU as a first choice university among its diverse community of target and stakeholder groups, including prospective students, Catholic partners and communities, and staff. Marketing and External Relations at ACU is primarily responsible for building and enhancing ACU's brand and reputation, and promoting ACU as a first-choice study destination within our communities. Marketing and External Relations works across the university to achieve these objectives. Always seeking to put our audiences at the centre, the directorate provides integrated marketing services across the following areas: brand stewardship and management, advertising and campaigns, media relations, design, internal communications, student communications, student recruitment, digital experience, user experience research and design, market insights and analysis, 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 Sales and Conversion Officer plays a crucial role in supporting the implementation of the sales and conversion operational plan for ACU programs. The incumbent operates at the direction of the Sales and Conversion Coordinator, Future Students and contributes to a positive team culture of customer service and performance excellence ensuring the needs of prospective students are at the centre of all team activity. Equipped with experience in student acquisition and conversion tactics, the incumbent will be a dedicated resource to nurture prospective ACU students through their enquiry, application and enrolment journey. The incumbent maintains a thorough understanding of the breadth and depth of ACU courses, the application and enrolment process, campus amenities and student services available to ACU's national campus network, and works to deliver a high standard of customer service that communicates the unique ACU offer to prospective students to maximise applications and enrolments. Involvement in future student programs, activities and events may involve direct contact with children. Some flexibility in working hours is required to meet service requirements outside standard business hours.

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 Strategic Plan 2020-2023](#)
- [Catholic Identity and Mission](#)

- [ACU Capability Development Framework](#)
- [Higher Education Standards Framework](#)
- ACU Service Delivery Model
- ACU Staff Enterprise Agreement including provisions in relation to Performance Excellence and Academic Career Pathways.
- [ACU Staff Reconciliation Action Plan](#)

The [Capability Development Framework](#) in particular is important in understanding the core competencies needed in all ACU staff to achieve the University's strategy and supports its mission.

Responsibility	Scope
Support the National Manager and the Sales and Conversion Coordinator to deliver the ACU future student enquiry, outbound sales and conversion activity ultimately resulting in meeting enquiry and acquisition targets for ACU.	The position mainly contributes to activities; outcomes and goals within their immediate team or work unit
Respond to future student enquiries via phone, email, online and instant messaging channels.	The position mainly contributes to activities; outcomes and goals within their immediate team or work unit
Conduct outbound calling and email campaigns to encourage interested students to apply and enrol.	The position contributes to activities; outcomes and goals; that are implemented and have impact across the University
Maintain up-to-date systems and products knowledge and a positive, sales-focussed approach to actively generate leads through enquiry channels, provide customer service and product knowledge, and to assist and encourage prospective ACU students to apply and enrol.	The position mainly contributes to activities; outcomes and goals within their immediate team or work unit
Timely and accurate input of engagement data into the relevant platforms to support lead acquisition, outbound calling, and facilitate timely reporting of ACU future student sales and conversion activities.	The position mainly contributes to activities; outcomes and goals within their immediate team or work unit
Liaise with key areas of the University such as the Future Students team, AskACU, Student Administration, Faculties and Schools to provide a seamless approach to enquiry management, application completion and enrolment of ACU students.	The position mainly contributes to activities; outcomes and goals within their immediate team or work unit

HOW THE ROLE OPERATES

The position will need to seek approval from their supervisor before making changes to processes and procedures.
The position solves problems that tend to be repetitive/cyclical on a regular basis.
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 - A degree in a marketing or communications related discipline, or equivalent experience in sales and marketing functions, preferably within the higher education sector. Experience - Demonstrated relevant experience working in a call centre, or sales environment. Skill - Strong interpersonal, written and verbal communication skills, in particular an ability to demonstrate active listening skills and to display appropriate levels of empathy. Experience - Experience with the use of information technology, in particular student/customer databases, or a proven ability to quickly acquire these skills.
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. Keep stakeholder interest at the core of ACU business decisions and ACU service excellence as a top priority. 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. Take personal accountability for achieving the highest quality outcomes through understanding the ACU context, self-reflection, and aspiring to and striving for excellence. Plan work activity, prioritise time and resources using established ACU processes and technology to achieve optimum efficiency and effectiveness.
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>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.</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>

