

POSITION DESCRIPTION

Position Title	Future Students Lead, Brisbane		
Organisational Unit	Marketing and External Relations Directorate		
Functional Unit	Future Students		
Nominated Supervisor	National Manager, Future Students		
Classification	HEW 7		
CDF Level	CDF2L	Position Number	10608165
Attendance Type	Full Time	Date reviewed	13-AUG-2024

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
- Provost and Deputy Vice-Chancellor (Academic)
- Chief Operating Officer and Deputy Vice-Chancellor
- Deputy Vice-Chancellor (Research and Enterprise)
- Deputy Vice-Chancellor (Education)
- Vice President and Director (Mission and Identity).

ABOUT THE MARKETING AND EXTERNAL RELATIONS DIRECTORATE

The Marketing and External Relations (MER) directorate, led by the Chief Marketing Officer, 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 Future Students Lead is responsible for driving recruitment efforts to promote the University in the local and regional areas where ACU's campuses are based to facilitate high quality applications from prospective students as well as supporting the wider team on national initiatives such as webinars.

Supporting the National Manager, the position represents the Future Students team on local student recruitment matters and aligns recruitment plans to the needs of the local markets in which the University's campuses are based.

For metropolitan campuses, the position manages Future Student Coordinators and Officers to implement local recruitment plans and supports a high-impact and positive local team culture. For regional campuses, the position drives projects to raise the presence of ACU in the regions and drives marketing and recruitment activity identified in relevant university strategies and plans. Leads will
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strongly collaborate with other campus leads as part of a national team to ensure a seamless and coordinated approach to school engagement and student recruitment efforts. Forming and nurturing relationships with the high school community, including Careers Advisers, teachers and Principals will be an important aspect of the role. Some flexibility in working hours is required to attend events and activities held outside standard business hours and at offsite locations. Some local and interstate travel may be required.

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
Develop and implement local recruitment plans for the relevant campus/es in line with the Enrolment Plan, the national Future Students plan and Marketing and Brand Strategy, including on and off-campus events e.g. national webinar series, school presentations, school communications, major recruitment events, postgraduate and non-school leaver activities, etc.	The position contributes to activities; outcomes and goals; that are implemented and have impact across the University
Lead the local Future Students team and/or Student Ambassadors and manage the training, performance and activities of direct reports, to achieve outcomes, ensure service excellence, and maintain a high performance and positive team culture.	The position mainly contributes to activities; outcomes and goals within their immediate team or work unit
Implement mechanisms to track, analyse and report on the level of engagement, outcomes and effectiveness of local student recruitment activities, as directed by the National Manager and provide advice on local competitor activities, opportunities or threats.	The position mainly contributes to activities; outcomes and goals within their immediate team or work unit
Provide advice and collaborate with local campus stakeholders such as faculties, local Indigenous Higher Education Units, Equity Pathways and other offices to identify and deliver new opportunities and to ensure	The position contributes to activities; outcomes and goals; that are implemented and have impact across the University

Responsibility	Scope
engagement and participation from our key staff in recruitment activities.	
Develop and nurture relationships with high schools and key external stakeholders in the region, ensuring ACU is present and engaged in meeting their needs and addressing their questions about ACU's offering. This includes school principals, careers advisers, articulation partners, local Catholic Education Offices, and other external stakeholders.	The position mainly contributes to activities; outcomes and goals within their immediate team or work unit
Use data and team insights to review and update the Schools Model that informs local school engagement and recruitment plans.	The position mainly contributes to activities; outcomes and goals within their immediate team or work unit
Ensure regular use and maintenance of the CRM (Microsoft Dynamics) to record local engagements with school and key external stakeholders and ensure data integrity.	The position mainly contributes to activities; outcomes and goals within their immediate team or work unit
Represent Future Students on selected external forums and relevant campus committees as required.	The position mainly contributes to activities; outcomes and goals within the faculty/directorate/organisational unit
With direction from the National Manager, cost local recruitment activity requirements and maintain budget recording to ensure the local team has sufficient resources to achieve successful outcomes.	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 requires resilience and adaptability to be able to respond to changes in the sector and business landscape and identify areas of improvement.
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 - Completion of a relevant undergraduate degree or postgraduate qualification in a relevant field and extensive relevant experience; or an equivalent combination of relevant experience and/or education/ training. • Experience - Demonstrated experience in developing and implementing student recruitment programs that support organisational goals and meet agreed performance targets, preferably within the higher education sector. • Experience - Experience managing and coaching staff that support organisational goals and meet agreed performance targets, preferably within the higher education sector. • Skill - Demonstrated ability to use data and analytics to inform decision making, identifying new opportunities and to develop plans. • Experience - Demonstrated ability to work constructively and collaboratively with a range of key internal stakeholders including academic staff, along with external stakeholders including high schools. • Qualification - Current driver's licence.
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. • 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:	<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	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.
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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>

