

POSITION DESCRIPTION

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| Position Title | Future Students Officer NSW/ACT | | |
| Organisational Unit | Marketing and External Relations Directorate | | |
| Functional Unit | Future Students | | |
| Nominated Supervisor | Future Students Lead, NSW | | |
| Classification | HEW 5 | | |
| CDF Level | CDF1 | Position Number | 10610600 |
| Attendance Type | Full Time | Date reviewed | 09-JUL-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 Officer is responsible for supporting 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 undergraduate and postgraduate students as well as supporting the wider team on national initiatives.

Working closely with the local and regional Future Students Leads, colleagues in national Future Students team, Marketing and External Relations, faculties and relevant offices such as First Peoples and Equity Pathways, the incumbent assists with the delivery of prospective student communications, lead generation, and innovative engagement activities to attract and convert prospective students and influencers. Forming and nurturing relationships with the high school community, including Careers Advisers, teachers and Principals will be an important aspect of the role. Involvement in future student programs, activities and events will involve direct contact with children. 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 |
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| Support the delivery of activities outlined in 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. This will involve travel and frequent visits to state and regional secondary schools to deliver presentations, markets and expos and stakeholder meetings. | The position contributes to activities; outcomes and goals; that are implemented and have impact across the University |
| In collaboration with the local and regional Future Students teams, deliver the feeder school engagement program and maintain relationships in the region with Careers Advisors and school influencers. | The position mainly contributes to activities; outcomes and goals within the faculty/directorate/organisational unit |
| Produce newsletters for influencers including Careers Advisors as part of the schools' engagement program. | The position mainly contributes to activities; outcomes and goals within their immediate team or work unit |
| Coordinate logistical requirements of the Future Students team, including purchasing/hiring equipment, managing car bookings, and ordering merchandise. | The position mainly contributes to activities; outcomes and goals within their immediate team or work unit |
| Coordinate the planning and delivery of minor expos, Advisory Conferences, and rostering. | The position mainly contributes to activities; outcomes and goals within the faculty/directorate/organisational unit |

| Responsibility | Scope |
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| Enter accurate and relevant data in the CRM (Microsoft Dynamics) to support lead acquisition and recordings of local school engagements. | The position mainly contributes to activities; outcomes and goals within their immediate team or work unit |
| Contribute to market competitor analysis captured by the Future Students team, including customer insights gathered through interactions with prospective students, influencers, and careers advisors to inform integrated marketing and communications strategies across Marketing and External Relations. | The position mainly contributes to activities; outcomes and goals within the faculty/directorate/organisational unit |

HOW THE ROLE OPERATES

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| 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

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| Qualifications, skills, knowledge and experience: | <ul style="list-style-type: none"> • Qualification - A degree in marketing, communications or a related discipline; or an equivalent combination of relevant experience and/or education/training. • Experience - Demonstrated experience in delivering student recruitment or sales programs that support organisational goals and meet agreed performance targets, preferably within the higher education sector. • 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. • 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. |

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| 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. |

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>

