

## Position Description – Digital Recruitment Officer

Updated 7 February 2022

POSITION DETAILS	
College/Portfolio	Portfolio of the Vice-President and Pro Vice-Chancellor (International)
Organisational Unit	Flinders International
Supervisor (Title)	Director, International Recruitment
Classification	Higher Education Officer Level 6
Employment Type	Fixed Term, Full-Time

POSITION SUMMARY
<p>Under general to broad direction, the Digital Recruitment Officer is part of a team that contributes towards the development and implementation of digital activities aligned to the recruitment of international students.</p> <p>The position contributes to the facilitation and management of enquiries, development of digital/EDM campaigns and engagement with prospective international students.</p> <p>The role is responsible for managing content and technical elements aligned to the continual innovation and development of digital platforms and systems which support international student recruitment activities.</p> <p>The position may require work outside of normal hours with restrictions on taking leave during peak work periods.</p>

UNIVERSITY EXPECTATIONS AND VALUES
<p>All staff at Flinders are responsible for understanding their obligations and responsibilities as set out in the University's code of conduct and are expected to:</p> <ul style="list-style-type: none"> <li>demonstrate commitment to the University's values of Integrity, Courage, Innovation, Excellence and the underlying ethos of being Student Centred;</li> <li>contribute to the efficient and effective functioning of the team or work unit in order to meet the University's objectives. This includes demonstrating appropriate and professional workplace behaviours, providing assistance to team members if required and undertaking other key responsibilities or activities as directed by one's supervisor;</li> <li>promote and support an inclusive workplace culture which values diversity and embraces the principles of equal opportunity;</li> <li>perform their responsibilities in a manner which reflects and responds to continuous improvement; and</li> <li>familiarise themselves and comply with the University's <i>Work Health and Safety, Injury Management and Equal Opportunity</i> policies.</li> </ul>

*It is a requirement of this position that the incumbent maintain a valid National Police Certificate which is satisfactory to the University.*

*If you are required to work in any capacity, incidental or not, in a health care setting or other setting identified within a government direction issued pursuant to the Emergency Management Act 2004 (SA) or Public and Environmental Health Act 2011 (NT) you will be required to be vaccinated against COVID-19 and provide proof of your vaccination as a condition of your employment.*

#### **KEY POSITION RESPONSIBILITIES**

The Digital Recruitment Officer is accountable for:

1. Collaborating with Flinders International teams to support engagement with prospective international students through the development and implementation of digital/outbound campaigns that contribute in achieving business outcomes.
2. Developing, maintaining and improving digital systems and platforms including Customer Relationship Management/Marketing Automation (CRM/MA) and phone services to ensure ongoing and positive engagement and customer experience with prospective international students.
3. Designing EDM, event and engagement campaigns, other digital assets, and associated technical processes in the University's CRM/MA systems which support recruitment activities across Flinders International teams, utilising University and industry best practice.
4. Developing, maintaining and improving CRM/MA based functionality to support changing international admissions standard operating procedures and ensure the integrity, quality and accuracy of data entered into the CRM/MA systems is of a high standard.
5. Coordinating and implementing conversion campaigns for enquiries and offered applicants by conducting outbound call campaigns and follow up sales campaigns.
6. Leading and supporting staff training in the use of CRM/MA systems through the development of training guides, standard operating procedures, as well as ongoing provision of advice and help.
7. Supporting activities to upgrade and integrate CRM/MA systems and data, and continually advance data management and business intelligence reporting capabilities.
8. Maintaining an internal knowledgebase, standard operating procedure documentation, including frequently asked questions and templated responses, to ensure consistent messaging and advice is provided to prospective students.
9. Any other responsibilities in line with the level of the role as assigned by the Supervisor and/or the University.

#### KEY POSITION CAPABILITIES

- Appropriate tertiary qualifications in Business, Communications, Marketing, Information Management and Systems or a related discipline or an equivalent combination of professional experience and/or education and/or training.
- Demonstrated experience in a marketing and or sales environment, with a focus on delivering excellent customer service and achieving business outcomes.
- Demonstrated knowledge of and experience in digital marketing/marketing automation, and CRM systems, preferably within a complex organisation.
- Demonstrated high level administrative skills including the ability to meet tight deadlines, prioritise tasks, manage, extract and analyse organisational information and data.
- Evidence of capacity to learn quickly, be technology savvy and stay current on changing product features and services.
- Well-developed written and oral communication skills including experience in providing training for groups and individuals as it applies to technology and business processes.
- Well-developed organisational skills and strong attention to detail.
- Well-developed interpersonal skills, self-motivated and ability to communicate effectively with stakeholders at various levels.
- Demonstrated experience working with international students, including a demonstrated understanding of other cultures and ability to communicate in a cross-cultural working environment.