

POSITION DESCRIPTION

Position Title	Future Students Officer		
Organisational Unit	Marketing and External Relations		
Functional Unit	Future Students		
Nominated Supervisor	Future Students Manager		
Higher Education Worker (HEW) Level	HEW 5	Campus/Location	Brisbane, Sydney, Melbourne
CDF Achievement Level	All Staff	Work Area Position Code	TBA
Employment Type	Full-time, Continuing	Date reviewed	November 2017

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.*

Australian Catholic University (ACU) is both a Catholic University and a public institution within the Australian higher education sector. ACU is an inclusive community which welcomes students and staff of all beliefs. The University is committed to a strong Catholic ethos and seeks to foster and promote teaching and learning, research and scholarship, and community engagement in the Christian tradition. As valued members of our community, all staff members are expected to have an understanding of ACU's [Mission](#) and values and to demonstrate an active contribution to them.

The University shares with universities worldwide a commitment to quality in teaching, research and service. It aspires to be a community characterised by free enquiry and academic integrity.

The University chooses to focus on areas of teaching and research that are closely connected with its particular character as a University that is Catholic, public and national. The focus areas are Theology and Philosophy, Health, Education, and the Common Good and Social Justice.

ACU has over 2,500 staff supporting more than 34,000 students across seven campuses – Adelaide, Ballarat, Brisbane, Canberra, Melbourne, North Sydney and Strathfield.

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

- Vice President
- Pro Vice-Chancellor Assisting the Vice-Chancellor and President
- Provost
- Chief Operating Officer & Deputy Vice-Chancellor
- Deputy Vice-Chancellor, Research
- Deputy Vice-Chancellor, Students, Learning and Teaching

Each portfolio consists of a number of Faculties, Research Institutes or Directorates. The Directorate of Identity and Mission 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.

The University pursues performance excellence and offers an environment where staff are valued and rewarded. Staff are expected to demonstrate a commitment to continuous improvement and to participate fully in resolving issues to achieve and maintain quality standards relevant to role. Further information about a career with ACU is available at www.acu.edu.au.

ACU is committed to diversity and social inclusion in its employment practices. Applications from Aboriginal and Torres Strait Islander people, people with disabilities and people from culturally diverse groups are encouraged.

ABOUT THE MARKETING AND EXTERNAL RELATIONS DIRECTORATE

The Marketing and External Relations (MER) directorate, under the leadership of the Director of MER, encompasses Communications and Creative Services, Future Students and Advancement, and Digital Experience.

MER plays a key role in profiling and positioning ACU as a first choice among its diverse community and stakeholder groups, including potential students, Catholic and corporate partners, donors, alumni and staff.

The Marketing and External Relations directorate's primary objectives are to:

- Position and promote ACU as an attractive and first-choice study destination;
- Enhance and steward ACU's brand and reputation;
- Provide a valued and valuable service to the University community.

The directorate provides a range of services across the following areas: integrated marketing, media relations, advertising, design, internal and corporate communications, alumni engagement, student recruitment, fundraising, digital experience, and events management.

POSITION PURPOSE

The Future Students Officer supports the Future Students team to deliver targeted future student engagement strategy and outreach activities to achieve student load targets across pathways, undergraduate and postgraduate programs.

Working closely with the local Future Students Manager, colleagues in the Future Students, Digital Experience and Communication and Creative Services teams, the position holder assists with the delivery of prospective student communications, acquisition strategy, lead generation, and innovative engagement activities to attract and convert prospective students and influencers.

The role works with faculties and schools to enhance recruitment opportunities and support local marketing and communication strategies associated with student recruitment.

The position holder has a thorough understanding of the breadth and depth of ACU courses, programs, campus amenities and student services available in their state campuses, and works to deliver outreach programs, activities and events that communicate the unique ACU offer to prospective students and to maximise conversion to application and enrolment. Involvement in future student programs, activities and events may involve direct contact with children.

POSITION 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 2015-2020
- Catholic Identity and Mission
- ACU Capability Development Framework
- Higher Education Standards Framework
- ACU Service Principles
- ACU Staff Enterprise Agreement including provisions in relation to Performance Excellence

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.

Key responsibilities

Key responsibilities specific to this position	Relevant Core Competences (Capability Development Framework)	Scope of contribution to the University			
		Within the work unit or team ✓	School or Campus ✓	Faculty or Directorate ✓	Across the University ✓
<p>Support the Future Students Manager and team in delivering the state program of integrated sales and marketing strategies across traditional and digital channels that leads to achieving student load targets for pathways, undergraduate and postgraduate programs.</p> <p>This will involve: frequent visits to (state/region) secondary school students and school staff in large and small groups and on a one on one basis to deliver presentations and answer queries; attending expos and Open Days; and conducting school group events and tours on campus.</p>	<ul style="list-style-type: none"> Collaborate Effectively Deliver Stakeholder Centric Service 		✓		
<p>In collaboration with the Future Students team, deliver the feeder school engagement program and maintain relationships in the region with Careers Advisors and school influencers.</p>	<ul style="list-style-type: none"> Collaborate Effectively Communicate with Impact 		✓		
<p>Coordinate logistical requirements of the Future Students team, including purchasing/hiring equipment, managing car bookings, and ordering merchandise.</p>	<ul style="list-style-type: none"> Be Responsible and Accountable for Achieving Excellence Know ACU Work Processes and Systems 	✓			
<p>Coordinate the planning and delivery of minor expos, Advisory conferences, and the volunteer roster for Open Days in the state.</p>	<ul style="list-style-type: none"> Be Responsible and Accountable for Achieving Excellence Apply Commercial Acumen Communicate with Impact 		✓		
<p>Produce newsletters for influencers including careers advisors as part of the schools engagement program.</p>	<ul style="list-style-type: none"> Apply Commercial Acumen Be Responsible and Accountable for Achieving Excellence 	✓			

Key responsibilities specific to this position	Relevant Core Competences (Capability Development Framework)	Scope of contribution to the University			
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Enter accurate and relevant data in the CRM to support lead acquisition and facilitate timely reporting of future student recruitment activities, events and tactics.	<ul style="list-style-type: none"> • Know ACU Work Processes and Systems • Make Informed Decisions 	✓			
Contribute to competitor analysis captured by the state Future Students team in market, and the regular reporting of customer insights gathered through enquiries and interactions with prospective students, influencers, and careers advisors to inform integrated marketing and communications strategies across MER and program design across the University.	<ul style="list-style-type: none"> • Make informed Decisions • Communicate with Impact 		✓		

HOW THE ROLE OPERATES

Key Challenges and Problem Solving

Building close relationships with internal and external stakeholders and engaging them in future student programs to prospective pathway, undergraduate and postgraduate students.

Acting with a sense of urgency and encouraging others within the University to do so when opportunities to advance the reputation of ACU and recruit future students are presented.

Balancing competing demands across the campus/es to deliver future student programs.

Decision Making / Authority to Act

The position holder works under routine supervision in the delivery of future student programs, seeking input from the Future Students Manager and relevant MER teams and faculties and directorates to deliver programs that meet University goals.

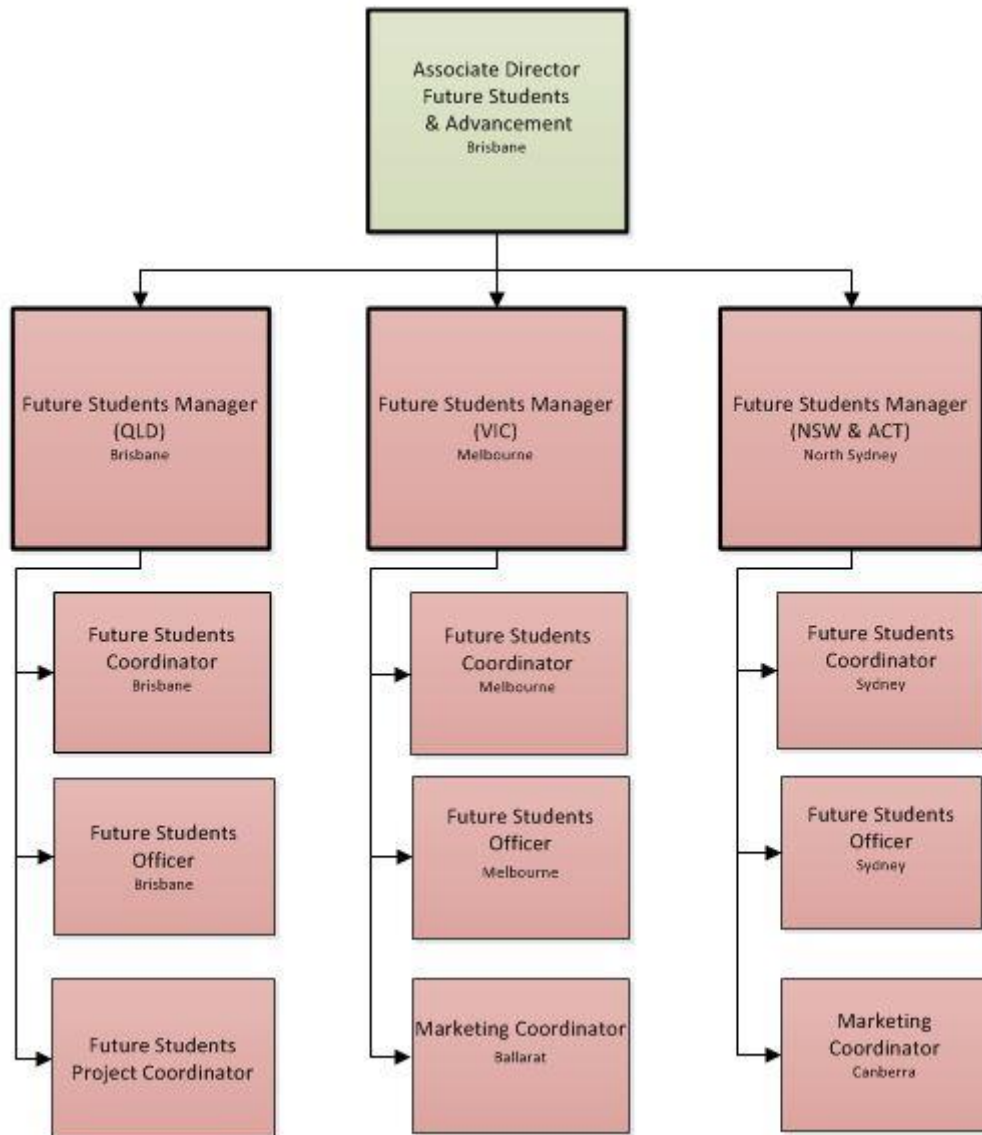
Communication / Working Relationships

The position holder will be required to communicate with faculty staff across the campus to coordinate local and state programs and activities.

The position holder will communicate with prospective pathway, undergraduate and postgraduate students as well as influencers including careers advisors and school stakeholders, parents, partners and support people in delivering future student programs.

In supporting the implementation of the future student programs, including visiting schools and attending expos and open days, the position holder liaises with potential students and this may involve direct liaison with children.

Reporting Relationships



For further information about structure of the University refer to the [organisation chart](#).

SELECTION CRITERIA

Qualifications, skills, knowledge and experience

1.	A degree in marketing or communication or a related discipline; or an equivalent combination of education/training and experience delivering future student or integrated sales and marketing functions, preferably within the higher education sector.
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Core Competencies (as per the [Capability Development Framework](#))

2.	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.
3.	Demonstrated commitment to delivering stakeholder centric services and keeping stakeholder interests at the core of business decisions to maintain service excellence. See the ACU Service Principles .
4.	Demonstrated ability to work collaboratively with stakeholders internal and external to the organization to capitalise on all available expertise in pursuit of excellence.
5.	An ability to take personal accountability for achieving the highest quality outcomes through an understanding of organizational context, self-reflection, and aspiring to and striving for excellence.

Other attributes

6.	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.
7.	Evidence of ability to work with children, and contribute to and protect their safety and wellbeing. The successful applicant will be required to hold a valid working with children clearance for the State or Territory in which the position is located.
8.	Evidence of ability to work with vulnerable people, and contribute to and protect their safety and wellbeing. The successful applicant will be required to be registered to work with vulnerable people in the Australian Capital Territory.