

## POSITION DESCRIPTION –SCHEDULE A

### POSITION DESCRIPTION DOCUMENT PURPOSE

The purpose of this position description document is to provide you with a clear understanding of your role, and how that role fits within Melbourne Institute of Technology (MIT) as an organisation.

This document provides an outline of your key areas of accountability and desired outcomes from satisfactory performance of the role. It does not provide an exhaustive list of tasks and activities that are required to be performed to fulfil the role.

### POSITION DETAILS

<b>Position Title:</b>	Marketing and Recruitment Officer
<b>School / Division:</b>	Admissions & Marketing
<b>Classification</b>	Educational Services (Post–Secondary Education) Award 2010. General Staff.
<b>Employment Mode :</b>	Full-time
<b>Campus:</b>	Sydney
<b>Probationary Period</b>	6 months
<b>Reporting to:</b>	Associate Director of Admissions & Marketing
<b>Direct reports:</b>	Nil

### ROLE

The Marketing and Recruitment Officer is part of the Admissions and Marketing team, responsible for student recruitment activities at the Sydney campus. The position reports to the Associate Director Admissions and Marketing and liaises with the Campus Director, MIT Sydney Campus,

The Marketing and Recruitment Officer is responsible for a range of tasks for marketing, student recruitment and placement. The role will work closely with Admissions and Marketing team members, and relevant areas of the Institute, partner university and schools. The position acts as a key point of contact for prospective students.

This position may require working outside normal hours during intakes.

## MIT VISION AND GOALS

### **MIT: A proud history, a confident future**

Founded in 1996, Melbourne Institute of Technology (MIT) has provided outstanding, employment-focused degrees in Business and ICT for almost 30 years.

MIT grew to over 4,000 students prior to the onset of the Covid-19 pandemic. Like all higher education institutions, MIT was impacted by the closure of international borders triggered by the pandemic.

Since the reopening of international borders, confidence has returned to the international student market. MIT's high-quality student programs and organisational agility will enable it to renew its growth trajectory, achieve University College status, and lay the foundations for the next decade of success.

### **Vision**

MIT aspires to be one of the leading providers of industry-engaged, employment-focused higher education programs, equipping students with the knowledge, skills, and opportunities to build successful careers.

### **Mission**

MIT inspires students and helps them create their future through employment-focused educational programs. These are developed and delivered in collaboration with industry, and underpinned by excellence in learning and teaching, scholarship and research.

### **Values**

- Excellence;
- Integrity;
- Accountability
- Transformational Change, and
- Agility

### **MIT's overarching goals are to:**

- Become one of the top 20 higher education institutes in Australia for high-quality student experiences and learning outcomes
- Attain Self-Accrediting Authority status during 2023
- Progress towards achieving University College status by 2027
- Capitalise on the reopening of international borders to rebuild student numbers: achieve pre- pandemic EFTSL levels by 2025 and 5-10% growth per annum thereafter
- Achieve student satisfaction and graduate employment outcomes equal to or above industry averages in all courses
- Be renowned for excellence in industry-engaged learning with all students engaging with industry as part of their course
- Continue to deliver outstanding, student-centric support services
- Be recognised as a high-performing employer of choice

## MIT ORGANISATIONAL STRUCTURE

MIT business model comprises four (4) key focus areas as guided by its vision: Academia, Finance, Marketing, and Operations. Our organisational structure is designed to ensure each of these areas is fully resourced.

Our Executive Management Committee (EMC) is responsible for the development of our strategic plan and effective implementation of strategies across all business areas. It comprises our:

- Chief Executive Officer,
- Managing Director,
- Group General Manager and Human Resources Director (pro tem) and
- Executive Dean

## RESPONSIBILITIES

The Marketing and Recruitment Officer is responsible for overseeing the effectiveness and efficiency of domestic and international recruitment activities in Australia. Key responsibilities include:

Area	Outcomes
Market research for designated markets, including domestic	<p>Market research reports that identify;</p> <ul style="list-style-type: none"> <li>▪ Trends and changes, including competitor analysis and factors (e.g. government, social, economic) affecting the market</li> <li>▪ Courses of action in response to market needs to ensure recruitment objectives are met</li> </ul>
Strengthening MIT brand	<ul style="list-style-type: none"> <li>▪ Identify and promote opportunities to strengthen the MIT brand in designated markets</li> <li>▪ Activities, actions, and behaviours that increase the awareness of the MIT brand</li> </ul>
Student Recruitment and Placement	<ul style="list-style-type: none"> <li>▪ Responding to enquiries from prospective International students and domestic students, face-to-face as well as other channels of communications</li> <li>▪ Using persuasion when providing information and advice to prospective students and their influencers</li> <li>▪ Representing the institute in various student recruitment events, including school visits when required</li> <li>▪ Other duties within the range of skills usually associated with the position of this level as required by the Associate Director Admissions and Marketing</li> </ul>
Relationships (including marketing networks, partners and suppliers in the designated markets)	<p>Promote, develop and build strong mutually beneficial relationships with external parties including, but not limited to:</p> <ul style="list-style-type: none"> <li>▪ Agents</li> <li>▪ Students</li> <li>▪ NSW Schools Career Advisors, when required</li> </ul>

MIT ORGANISATIONAL STRUCTURE	
	<ul style="list-style-type: none"> <li>Education services providers (including schools, colleges, universities)</li> </ul>
Monitoring progress towards the goal	Ensure: <ul style="list-style-type: none"> <li>Timely reporting of progress against marketing action plans</li> <li>Revision of plans to take into account changed circumstances (when required)</li> <li>Appropriate action is taken to achieve goals</li> </ul>
Ongoing learning and developing self	<ul style="list-style-type: none"> <li>Attendance at relevant training courses and completion of self-development activities</li> </ul>
Participation in MIT management	Actively participate in all management meetings, including: <ul style="list-style-type: none"> <li>Adequate preparation</li> <li>On-time attendance</li> <li>Contributing to discussions</li> </ul>
Interaction with External Bodies	<ul style="list-style-type: none"> <li>To liaise with government bodies when required</li> <li>To coordinate and liaise with Partner Providers in matters related to Marketing in designated markets</li> </ul>
Assistance to Management team	Provide personal assistance to the Associate Directors OSAE and/or Campus Director in maintaining and organising their duties.
Special projects and other duties	Ensure special projects and other tasks assigned (as may be from time to time) are carried out efficiently and effectively. This will include assisting Executive Dean on administrative tasks.

## KEY SELECTION CRITERIA

Application letter and/or resume must address the qualification/knowledge/experience/attributes section under the key selection criteria

Qualifications: Include all educational and training qualification, professional memberships	Requirement
Completed a bachelor's degree in Marketing or a related discipline.	Mandatory
Knowledge/Experience/Attitude/Skills	
Strong understanding of brand management and ability to enhance brand visibility and reputation.	Essential
Experience in effectively communicating and negotiating with internal and external stakeholders, including external partners.	Essential
Demonstrated facilitation skills with high-level of active listening, comprehension and verbal communication skills.	Essential
Demonstrated ability to conduct market research and analyse market trends to inform recruitment strategies.	Essential
Ability to represent the organisation at recruitment events and activities	Essential
Strong organisational skills, with the ability to manage multiple tasks and projects simultaneously.	Essential
Good computer skills with experience in Word, Excel, PowerPoint and CRMs.	Essential
Proven experience in marketing and recruitment, particularly in the education sector.	Desirable
Experience in the higher education sector, with a focus on student acquisition and retention strategies.	Desirable
An understanding of the broader higher education sector and the current issues impacting on this sector.	Desirable

## PERFORMANCE MANAGEMENT

Staff performance is managed in accordance with MIT Performance Management System which incorporates:

- Regular performance reviews
- Ongoing feedback
- Identification of professional development needs and provision of support
- Reward structure

Specific performance goals will be set with you during the course of your performance review. Areas of performance focus for this role (together with example measurement tool) are set out below for your information. Further details in relation to the MIT Performance Management System will be provided by Human Resources Director.

Focus area	Description/Measure - example
Brand Awareness	Measure through surveys or web analytics. High brand awareness can indicate successful marketing campaigns.
Immigration risk rating	Measure of immigration risk rate based on a number of factors
Increase the number of commencing international students	Student commencement data from designated markets