

<b>Position Title</b>	Future Students Officer
<b>Group/Portfolio</b>	Marketing and Communications
<b>Classification</b>	HEW 6
<b>Position Number</b>	00060047
<b>Reports To</b>	Future Students Manager
<b>Employment Type</b>	Continuing

## 1.0 Position Purpose

The Future Students Officer will represent the University at a variety of careers events at educational institutions, workplaces and public expos mainly in QLD and NSW, to address potential students, promote the University and provide information on programs, admissions policies and procedures.

Fundamental to this role is the development and maintenance of strategic relationships with key influential stakeholders comprising of Student Advisers, Guidance Officers, VET Pathway Officers, TAFE and industry contacts who are the key conduit to reaching prospective students. The Future Students Officer will communicate key event and admissions updates on behalf of Griffith University.

## 2.0 Eligibility Requirements

- The occupant of this position will hold a degree in marketing, public relations or communications and subsequent relevant work experience in sales or account management or an equivalent combination of education and/or training.

## 3.0 Key Responsibilities

- Develop, maintain and enhance relationships with key influential stakeholders within QLD, NSW and regional educational institutions and workplaces to drive recruitment and engagement activities and outcomes in alignment with the student recruitment strategy.
- Provide high level, quality representation within educational institution or industry-based events (on or off campus) to deliver a positive association with Griffith University.
- Conduct one-on-one Q&A consultation meetings with prospective students to assist them to apply for Griffith University and to meet agreed annual recruitment sales targets.
- Coordination and planning of promotional activities such as campus visits and assist with student recruitment events targeted at prospective students.
- Development and coordination of targeted campaigns to QTAC/UAC and

direct applicants to improve conversion across undergraduate and postgraduate cohorts.

- Data analysis, manipulation and reporting to identify and action key conversion activities, processes and solutions to enhance Griffith's application, offer and enrolment pipeline outcomes
- Represent the University through visits, showcases and careers events at educational institutions, workplaces and public expos mainly in QLD and NSW, to address prospective students, promote the University and provide information on programs, admissions policies and procedures.
- Development and delivery of tailored presentations to prospective student audiences and influencers (parents and student advisers) to increase recruitment and a positive association with Griffith University.
- Contribute to data collation and analysis, reporting and the development and planning of Griffith University's student recruitment program and strategic plan.
- Maintain an effective, up-to-date key contact database (CRM) for influential decision-makers within Queensland and New South Wales educational organisations and industry.
- Provide regular feedback and insights into interactions within educational organisations and industry to inform decision making in relation to market demand and best practice.
- Manage the recruitment, training, rostering, communication, supervision and development of Griffith University Student Ambassadors.
- Provide high level support in the delivery of on-campus student recruitment events including Open Day, Mature Student Open Evenings, Discover Griffith, Future Leaders Retreat.
- Support compliance with relevant legislation and University policies and procedures, including equity and health & safety and exhibit good practice in relation to same.
- Be a leading example of the principles and values embodied in the University's Code of Conduct, and behave, act and communicate at all times to reflect fairness, ethics and professionalism.

#### 4.0 Key Capabilities

- Griffith University identifies the attributes of resilience, flexibility, creativity, digital literacy and entrepreneurship as critical to our graduates' success, in the rapidly changing future world of work. We have established a Griffith University Capability Development Framework to provide a common language of some of the non-technical organisation skills that will support our staff to thrive now and into the future. The Capability Development Framework will assist you to understand the current skill level of this position in the non-technical but critical skill domains that are increasingly important in a changing workplace context.

To read about some of the non-technical organisation skills for this position, please see the Leads Self section of our [Capability Development Framework](#).