

Position Title	Senior Future Students Manager
Group/Portfolio	Marketing and Communications
Classification	HEW 8
Position Number	00061023
Reports To	Director, Future Students
Employment Type	Fixed term

1.0 Position Purpose

The Senior Future Students Manager provides strategic leadership and expert guidance for domestic student recruitment and engagement, specifically targeting high school audiences. This role is responsible for developing, managing, and implementing innovative outreach programs and recruitment activities with key partner schools, ensuring alignment with Griffith University's strategic priorities.

This leadership position oversees two Future Students teams (North and South), responsible for planning, coordinating, and delivering engagement and recruitment activities in high schools.

This role also has a key focus on conceptualising, developing, and reviewing major equity outreach projects which directly relate to the key university objective to 'Increase intake of students from low SES and rural and regional backgrounds.

2.0 Eligibility Requirements

- The occupant of this position will hold relevant tertiary qualifications in a relevant discipline as well as relevant subsequent experience.

3.0 Key Responsibilities

- Oversee the planning and execution of high school engagement and recruitment activities across designated regions to build strong relationships with prospective students, parents, schools and strategic partners to drive student enrolment growth.
- Provide strategic leadership and direction to the Future Students Managers (North and South).
- Prepare and deliver reports on recruitment and engagement activities, including performance metrics, conversion rates, and equity outcomes. Provide actionable insights and recommendations to inform strategic decision-making and ensure alignment with HEPPP and university objectives.

- Collaborate with internal stakeholders (Marketing, Admissions, Academic Groups) to ensure integrated engagement and recruitment efforts.
- Develop, manage and administer annual budgets and objectives and manage operations to achieve strategic objectives.
- Lead appropriate administrative governance and office protocols to ensure data capture, services and policies and procedures are maintained.
- Lead and promote 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 Others section of our [Capability Development Framework](#).