

POSITION DESCRIPTION



International Regional Coordinator

POSITION DETAILS

Position Title	International Regional Coordinator
Classification	HEW 7
Position Number	7010149
School/Office	International Recruitment
Division	DVC Western Sydney and External Engagement

POSITION PURPOSE

The International Regional Coordinator supports Western Sydney International's recruitment strategy by promoting the University and achieving enrolment targets across North Asia. Report to the Regional International Recruitment Manager, Onshore. The role develops onshore and offshore markets, recruits high-quality students, manages relationships with agents and partners, represents the University at recruitment events, and collaborates with teams to implement targeted campaigns and deliver regional recruitment plans.

KEY ACCOUNTABILITIES

- Deliver regional and country recruitment plans, coordinate recruitment activities, case manage student applications, and organise recruitment events and travel logistics to meet onshore and offshore targets.
- Set and monitor agent recruitment targets aligned with regional enrolment goals, tracking performance through application and conversion metrics.
- Develop and manage relationships with international recruitment agents, providing training on university programs, application procedures, services, and visa compliance.
- Increase application volume, improve applicant quality, and strengthen enrolment conversion rates through lead-generation, recruitment events, and conversion activities.
- Monitor and analyse market intelligence across onshore and offshore North Asia markets,

providing regular reports and insights to inform recruitment strategies.

- Prioritise and implement onshore campaigns and allocate resources effectively
- Deliver coordinated services and accurate information to prospective students working closely with International Admissions, Schools, Institutes, Western Sydney International, and partner campuses.
- Provide timely, accurate, and professional support to internal and external stakeholders and undertake additional duties as required.

QUALIFICATIONS, EXPERIENCE AND SKILLS

- Tertiary qualification in Marketing, Public Relations, Communications, or equivalent professional experience in international education recruitment.
- Demonstrated experience in international education with strong knowledge of international student market trends and opportunities, particularly in North Asia and onshore Australia.
- Proven track record in achieving sales and/or international student recruitment targets.
- Experience implementing international marketing and recruitment initiatives informed by market research and intelligence.
- Excellent written, verbal, negotiation, and presentation skills, with the ability to engage effectively with diverse stakeholders at multiple levels.
- Strong interpersonal and teamwork skills, with the ability to build collaborative relationships; willingness to travel internationally and work flexibly to meet operational requirements.

KEY RELATIONSHIPS

- **This position reports to:** Regional International Recruitment Manager, Onshore
- **Key internal relationships:**
 - Director, International
 - Head of International Recruitment
 - Regional International Recruitment Manager, Onshore
 - International Student Recruitment team
 - International Admissions and Compliance
 - Western Sydney University Faculties, Schools and Institutes, and other relevant units including the Student Experience Office.
- **Key external relationships:**
 - Western Sydney University International College, Sydney City Campus, institutional partners, and Source Country office staff
 - Business partners
 - Government and industry bodies
 - Consular officials
 - Institutional partners

CHALLENGES

- Coordinating accurate timelines for all event management, logistics, and travel; measuring results within the agreed reporting framework, and maintaining professional relationships with key stakeholders to meet international student recruitment targets;
- Working with colleagues in International Student Recruitment to manage relationships across the University to achieve results to target and satisfactory collaborative outcomes;
- Supporting the International Regional Manager (North Asia), Head of International Recruitment and Director, International to develop international student recruitment strategies that comply with Australian legislation and Western Sydney University compliance objectives;
- Regular and extended international travel.

UNIVERSITY EXPECTATIONS

The University expects that all employees are aware of, and comply with legislation and Western's policies and procedures relevant to the position, including but not limited to:

- Code of Conduct
- Work Health and Safety and Wellbeing Management System
- Enterprise Agreement or Award
- Anti-discrimination principles, Equal Employment Opportunity and staff and student equity.

Approved by:

Date: