

POSITION DESCRIPTION



Manager, Future Student Engagement

POSITION DETAILS

Position Title	Manager, Future Student Engagement
Classification	HEW 8
Position Number	7011564
School/Office	Domestic Student Recruitment
Division	Division Western Sydney & External Engagement

POSITION PURPOSE

The Manager, Domestic Student Recruitment is responsible for leading the planning, implementation and performance of domestic student recruitment activity across allocated regions, cohorts or recruitment portfolios, contributing to the achievement of the University's domestic student enrolment targets.

The role translates the University's domestic recruitment strategy into targeted recruitment plans and activities across current school leavers, non-school leavers and postgraduate prospective students, using market intelligence, student insights and recruitment data to identify opportunities and improve engagement, lead generation, application, conversion and enrolment outcomes.

The position provides functional leadership to future student engagement staff and activities within the allocated portfolio, establishing clear priorities and performance expectations, coordinating resources and ensuring recruitment & engagement activity is targeted, integrated and aligned with broader University and Future Students priorities.

The role works collaboratively across Marketing, Market Insights and Data, Admissions, Faculties, Student Success and Services and other University areas to develop and implement effective recruitment strategies, optimise the student recruitment pipeline and respond to changing market conditions. The position operates with a high degree of autonomy and professional judgement and provides strategic advice and recommendations to the Head of Future Students on recruitment performance, market opportunities, risks, resource requirements and opportunities for continuous improvement.

KEY ACCOUNTABILITIES

1. Lead domestic student recruitment planning and delivery

- Develop and implement recruitment plans aligned with University enrolment targets and strategy.
- Translate strategic priorities into recruitment activities, targets, timelines and measures of success.
- Lead recruitment activities, including school engagement, information sessions, events and community initiatives.

2. Drive recruitment outcomes

- Monitor recruitment pipeline performance across engagement, leads, applications, offers, acceptances and enrolments.
- Use data and insights to identify performance gaps, opportunities and interventions.
- Implement strategies to achieve targets and address underperformance.
- Evaluate activities and recommend investment and resource allocation.
- Report performance and recommend actions to the Head of Future Students.

3. Lead regional and cohort recruitment strategies

- Develop targeted approaches for school leavers, non-school leavers and postgraduate prospective students.
- Identify priority schools, organisations, communities, events and recruitment opportunities.
- Use market knowledge, student insights and performance data to tailor recruitment activities.
- Build relationships with schools, career advisers, education providers, community organisations and recruitment partners.
- Identify emerging opportunities and develop approaches to expand reach and competitiveness.

4. Lead data-informed recruitment and continuous improvement

- Analyse recruitment performance, market intelligence and stakeholder feedback to inform decisions.
- Monitor student demand, competitor activity and market trends to identify implications and opportunities.
- Develop reports, dashboards and recommendations on recruitment performance.
- Review recruitment activities and implement improvements to effectiveness, efficiency and conversion.
- Share insights, effective practices and emerging risks across the recruitment team.

5. Lead and develop recruitment staff

- Lead staff within the allocated portfolio, setting priorities, responsibilities and expectations.
- Manage workloads and allocate resources according to recruitment priorities and performance.
- Develop staff capability in recruitment, stakeholder engagement, data-informed decision-making and conversion.
- Foster a collaborative, high-performance and student-centred culture.
- Address performance and operational issues in accordance with University policies and procedures.

6. Lead stakeholder engagement and collaboration

- Build and maintain relationships with internal and external stakeholders to support recruitment outcomes.
- Collaborate with Marketing, Market Insights and Data, Admissions, Faculties, Student Success and Services, and other areas across the recruitment journey.
- Represent Domestic Student Recruitment in University working groups, committees and forums.

- Influence stakeholders and negotiate priorities and approaches to achieve recruitment objectives.
- Advise on recruitment strategies and regional and cohort opportunities.

7. Manage resources and operational performance

- Manage the human, financial and operational resources of the allocated portfolio.
- Contribute to workforce and resource planning and recommend resource requirements.
- Monitor expenditure and ensure compliance with approved budgets and University requirements.
- Prioritise resources and activities according to performance, opportunity and strategic importance.
- Manage operational risks and improve recruitment processes, systems and service delivery.

8. Provide strategic advice and contribute to recruitment strategy

- Advise the Head of Future Students on performance, market trends, risks and opportunities.
- Contribute to recruitment strategy development and review using data, market intelligence and stakeholder insights.
- Recommend improvements to recruitment processes, models and approaches.
- Prepare briefings, reports, proposals and recommendations for senior stakeholders.
- Lead and evaluate agreed strategic changes within the allocated portfolio.
- Contribute to broader Future Students initiatives and strategic priorities.

QUALIFICATIONS, EXPERIENCE AND SKILLS

1. It is a mandatory requirement for any incumbent of this position to have a current NSW paid employee Working With Children clearance in accordance with the NSW Child Protection (Working with Children) Act 2012.
2. Relevant tertiary qualification and extensive experience in student recruitment, engagement, marketing, business development, education or a related field, or an equivalent combination of education and experience.
3. Experience leading domestic student recruitment, engagement or conversion activities to achieve measurable outcomes.
4. Experience developing and implementing recruitment strategies across multiple cohorts, markets or geographic areas.
5. Strong analytical and problem-solving skills, including using recruitment data, market intelligence and student insights to improve outcomes.
6. People leadership experience, including staff development, performance management and workload prioritisation.
7. Highly developed stakeholder engagement, negotiation and influencing skills across complex organisations and external partnerships.
8. Ability to work autonomously, exercise sound judgement and implement solutions within broad organisational frameworks.
9. Ability to lead innovation and continuous improvement to enhance recruitment performance, efficiency and student outcomes.
10. Highly developed written and verbal communication skills, including preparing reports, briefings and recommendations for diverse audiences.

KEY RELATIONSHIPS

- **This position reports to:** Head of Future Students
- **This position supervises:** 1 x HEW 7 Future Student Engagement Project Officer, 4 x HEW 6 Future Student Engagement Senior Project Support Officer, Casual brand ambassador staff

- **Key internal relationships:**
 - Director, Domestic Student Recruitment
 - Head of Future students
 - Future Students leadership team
 - Marketing and Communications
 - Market Insights and Data
 - Admissions
 - Student Success and Services
 - Faculties and Schools
 - Academic and professional staff
 - Relevant University committees and working groups
- **Key external relationships:**
 - Schools and principals
 - Career advisers
 - TAFE and other education providers
 - Community organisations
 - Industry and pathway partners
 - Prospective students, parents and influencers
 - Relevant education sector networks

CHALLENGES

- Achieving agreed recruitment and enrolment outcomes within a highly competitive and rapidly changing domestic higher education market, requiring the ability to respond quickly to changes in student demand, competitor activity and market conditions.
- Balancing recruitment activity across different student cohorts, regions and priorities, while ensuring resources are targeted towards the areas with the greatest opportunity to contribute to enrolment outcomes.
- Using complex recruitment data and market intelligence to identify performance gaps and opportunities and translating insights into practical strategies and interventions that improve lead generation, conversion and enrolment outcomes.
- Influencing and coordinating stakeholders across multiple University areas and external organisations, where successful recruitment outcomes depend on collaboration, negotiation and alignment of priorities rather than direct authority.
- Leading teams through a changing recruitment environment and new operating model, including embedding more data-driven, outcome-focused and integrated approaches to domestic student recruitment.

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: Chief People Officer

Date: 22/10/2026