

POSITION DESCRIPTION



Director, Domestic Student Recruitment



POSITION DETAILS

Position Title	Director, Domestic Student Recruitment
Classification	Senior
Position Number	7009443
School/Office	Future Students, Marketing and Communications
Division	Western Sydney and External Engagement

POSITION PURPOSE

The Director, Domestic Student Recruitment is a commercially astute, student-centred, and data-driven leader responsible for developing and delivering domestic recruitment strategies across all cohorts to achieve annual enrolment targets. The role oversees all aspects of domestic student engagement and recruitment, with a primary focus on lead generation and supporting conversion initiatives in collaboration with internal stakeholders.

Key accountabilities include designing and executing outreach programs, pathway strategies, and managing allocated budgets, including outreach funding and reporting requirements. The position contributes to widening participation by supporting access and opportunity for students from underrepresented and equity backgrounds.

This role is critical to ensuring Western Sydney University effectively attracts and converts students within an increasingly competitive and evolving higher education landscape.

KEY ACCOUNTABILITIES

1. Lead Domestic Recruitment Strategy

- Develop and implement audience-centred recruitment plans tailored to key cohorts (school leavers, non-school leavers, parents/influencers, Indigenous and equity students) to achieve KPI-driven enrolment targets.
- Build and oversee a dynamic engagement and events program, including school visits, career fairs, on-campus events, and community engagement initiatives.
- Monitor market trends and competitor activity to identify opportunities and points of differentiation.
Evaluate program effectiveness and ROI using data insights and stakeholder feedback.

2. Maximise Lead Generation and Support Conversion

- Drive strategies to maximise lead generation across all domestic student markets.
 - Use analytics to measure effectiveness and identify growth opportunities.
 - Collaborate with Marketing, Market Insights, Data, Call Centre, and Faculties to nurture high-quality leads and support conversion.
- 3. Indigenous Student Recruitment**
 - Partner with Indigenous Leadership to design and implement recruitment and conversion programs aligned with University strategy.
 - Oversee the Aboriginal and Torres Strait Islander Pathways Program and supervise Indigenous staff within the team.
 - 4. Manage Outreach Funding Initiatives**
 - Plan, deliver, and report on outreach-funded programs ensuring compliance with funding requirements.
 - Track, report and evaluate program performance to inform strategic enrolment planning.
 - 5. Lead and Develop Team**
 - Foster a high-performance culture focused on collaboration, accountability, and continuous improvement.
 - Build team capability and optimise resources to achieve strategic objectives.
 - 6. Budget Management**
 - Contribute to annual budget planning and ensure accurate forecasting, expenditure tracking, and reporting.
 - 7. Stakeholder Engagement**
 - Build and sustain strong relationships across the University and with external stakeholders, including schools, Department of Education, TAFE, and community partners.

QUALIFICATIONS, EXPERIENCE AND SKILLS

1. Relevant degree and/or postgraduate qualification with extensive experience in student recruitment.
2. Demonstrated success in delivering strategic recruitment outcomes in higher education or comparable sectors.
3. Proven ability to engage diverse communities, including Indigenous and multicultural audiences.
4. Strong analytical and problem-solving skills with a track record in planning and executing large-scale events.
5. Senior leadership experience in complex organisations with capability to lead change and develop high-performing teams.
6. Excellent communication and stakeholder engagement skills.

KEY RELATIONSHIPS

- **This position reports to:** Chief Marketing Officer
- **This position supervises:** 1 x Manager, Indigenous Engagement, 1 x Manager, Fast Forward, 1 x Engagement Program Support Coordinator, 1 x Manager, Future student Engagement, 1x Manager, High Potential and Communities Program, 1 x Manager, Operations and Strategic Projects.
- **Key internal relationships:**
 - Chief Marketing Officer, Marketing Director, Senior Manager Market Research & Insights
 - Deputy Vice-Chancellors

- Academic and Professional staff
- Admissions, Student Success & Services
- **Key external relationships:**
 - Schools
 - Principals
 - Career Advisors
 - Department of Education
 - TAFE
 - Community partners, students and influencers

CHALLENGES

- Achieving enrolment targets in a highly competitive domestic market while balancing quality and diversity of student cohorts.
- Managing complex stakeholder relationships across internal teams and external partners (schools, TAFE, community) to deliver integrated recruitment outcomes.
- Responding to policy and regulatory changes that impact recruitment strategies, funding models, and compliance requirements.

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: Office for People

Date: 21.01.2026