

OZFORD

Job Description

POSITION TITLE: Student Recruitment Manager (Domestic)

REPORTS TO: Director of Marketing & Student Recruitment

DATE: 18 December 2025

About the Role

We are seeking a motivated and results-driven **Domestic Student Recruitment & Marketing Officer** to support the growth of Oxford's education brands. This role focuses on building strong relationships with schools, industry stakeholders, and community partners to drive domestic student enrolments and brand awareness.

Key Responsibilities

- Build and maintain relationships with high school career advisors, senior school coordinators, employment service providers, and industry partners
- Drive domestic student recruitment outcomes by increasing enrolments and market share
- Develop and manage a strong year-on-year pipeline of prospective students
- Plan and deliver outreach activities including school visits, education fairs, expos, and events (local and interstate)
- Implement targeted marketing and engagement strategies to support recruitment growth
- Represent Oxford professionally at all external events and stakeholder meetings

Skills & Experience

- Minimum 3 years' experience in sales, business development, marketing, or a customer-facing role
- Qualification in Sales, Marketing, Business, or a related field (desirable)
- Proven ability to achieve KPIs, targets, and measurable outcomes
- Strong communication, presentation, and relationship-building skills
- Highly organised with excellent time-management and attention to detail
- Proactive, self-motivated, and comfortable working in a fast-paced environment
- Experience in education, training, or student recruitment is desirable but not essential

About You

- Results-oriented, energetic, and commercially minded
- Professional, ethical, and compliant with organisational policies and regulatory requirements
- Passionate about education, student engagement, and delivering an exceptional student experience
- Holds a current Working with Children Check (or willingness to obtain)
- Flexible to work weekends or evenings during peak recruitment periods and education expos

Why Join Ozford?

- Work with a well-established and respected education provider
- Make a meaningful impact on student futures
- Supportive team environment with growth and development opportunities