

Position Description: Student Recruitment Coordinator (Domestic)
Position Title: Student Recruitment Coordinator (Domestic)
Reports to: Head of Sales, Marketing and Admissions
Purpose of this position

Be responsible for the development of the domestic market.

Specific Duties

You will need to establish relationships with industry employers, High School Careers Advisors & Coordinators, and employment service providers with a primary focus of increasing student enrolment and market share for Ozford.

You will contribute to the formulation and implementation of strategies, relationships, and plans to attract local applications and enrolments for all Ozford's programs, in line with Ozford's student recruitment plan.

The position plays a key role in developing and implementing marketing /communication strategies to recruit students into Ozford's programs. Work closely with staff in other areas of the business along with key stakeholders to develop strategic recruitment plans and strategies that are aligned with our company goals and priorities.

You will need to have a sound understanding of effective marketing, communication, and recruitment strategies, an appreciation of the characteristics of the Australian education system, and preferably a background in higher education.

Key Criteria

What we need from you:

- The capacity to build a new portfolio of industry relationships and maintain productive and profitable customer relationships through the development, application, and maintenance of a relationship management strategy.
- Possess strong communication and excellent time management skills, have a strong focus on customer service, and conduct yourself with a high level of professionalism.
- Ability to understand and become proficient in local labour markets, funded contracts, funding guidelines
- The ability to act professionally and ethically, respect organisational processes, regulation, standards and policies.
- Be innovative and have loads of initiative to thrive in a challenging but very rewarding environment.
- Good negotiation skills and ability to influence and direct clients to on-sell the institute's educational products.
- The ability to implement and develop a strategy and meet forecasted targets.
- Managing and initiating new social media platforms to gain maximum market exposure
- Promotion on assigned areas and prepare promotional material accordingly
- Participate in education fairs and career expos both locally and interstate.

Preferable to have:

- Minimum of 3 years of experience having worked in a similar role for an education provider.
- Prior experience in recruiting domestic students.
- Ideally have qualifications in either Sales or Marketing
- Strong sales and customer service techniques
- Great presentation and communication skills



If this sounds like you we would love to talk with you, please email your resume and a Cover letter outlining what you could bring to our business.

Either click the Apply Now button or send your details to sinserra@ozford.edu.au