



Coordinator, Student Attraction

MARKETING AND COMMUNICATION
CHANCELLERY DIVISION



About QUT

QUT is a major Australian university with a global outlook and a 'real world' focus. We are one of the nation's fastest growing research universities and our courses are in high demand.

We are an ambitious and collaborative institution that seeks to equip our students and graduates with the skills they will need in an increasingly disrupted and challenged world. We are transforming the student experience we offer our 50,000 students and we place a premium on the international and national accreditation of our various professional degrees.

Our internationally award-winning Science and Engineering Centre is home to The Cube, acknowledged as one of the world's largest digital interactive learning and display spaces. QUT established the world's first Creative Industries Faculty, and we invest heavily in collaborative learning and interdisciplinary research environments, including the \$95M Education Precinct.

Further information about QUT can be obtained from the website at www.qut.edu.au.

Our Vision

QUT's [Blueprint 6](#) is our institutional strategic plan. The Blueprint formalises QUT's ambitions and declares our strong sense of purpose which is to provide transformative education and research relevant to our communities. It provides a framework and strategies to enable QUT to realise our vision to be the university for the real world and identifies the following priorities:

- support aspiration and inclusion
- encourage creativity and entrepreneurship
- embrace digital transformation and technology
- embed principles of health and wellbeing
- support Indigenous Australian engagement, success and empowerment
- enable professional engagement and ethical leadership and,
- focus on the environment and sustainability

Aligned to and supporting our vision are the QUT Values. These Values highlight what makes QUT distinct and successful. Providing a compass for our decisions, actions and behaviours and strengthening our community.

QUT Values

- Ambition
- Curiosity
- Innovation
- Integrity
- Inclusiveness

About the Chancellery Division

The Vice-Chancellor and President is responsible to Council for providing leadership to the University and for the academic, financial and administrative functions of the University. The Vice-Chancellor is also QUT's chief representative on external forums.

The Vice-Chancellor leads the Chancellery Division which includes the Business Development and International Portfolios, Indigenous Strategy, Government Relations and Policy, Assurance, Risk and Integrity Services, Marketing and Communication, and Finance Business Solutions.

The Office of the Vice-Chancellor provides support and manages the business of the Vice-Chancellor and Chancellery Division. The Chancellery supports the University Executive in fulfilling their responsibilities to Council for providing leadership to the University and its academic, financial and administrative functions.

About Marketing and Communication

The Marketing and Communication Department is responsible for:

- Building and protecting QUT's brand and reputation
- Engaging and recruiting future students
- Ensuring communications from QUT are effective and of high professional standard.

As well as professional services provided to the university community, the Department is responsible for a variety of corporate communication functions and oversees relevant policies, protocols and governance arrangements.

About the Position

The Coordinator, Student Attraction is responsible for enhancing QUT's engagement with international students through the international student lifecycle.

This position reports to the International Student Recruitment Manager for supervision, workload management and for Performance Planning and Review (PPR).

Key responsibilities include:

- Coordinate and develop programs to attract, engage and recruit prospective international students to QUT.
- Conduct research to gain deeper insight into prospective student populations and their response to various engagement initiatives and recommend and implement continuous improvement initiatives.
- Develop appropriate and relevant content in order to support effective engagement with prospective international students
- Collaborate with key internal and external stakeholders to improve and enhance the international student engagement experience.
- Analyse, recommend and implement strategies to improve reporting that informs current QUT conversion performance.
- Develop and deliver reports and presentations on outcomes with key internal and external stakeholders.
- Remain informed about current and emerging trends relating to student engagement and conversion
- Compliance with health and safety policies, procedures, hazard reporting and safe work practices.

To ensure job flexibility the successful appointee may be required to:

- perform any other duties as nominated by the University consistent with the relevant classification descriptors detailed in the Enterprise Agreement. Staff undertaking any new duties will receive training;
- participate in job rotation or multiskilling in consultation with their supervisor;
- work across campuses

Type of appointment

This appointment will be offered on an ongoing, full-time basis.

Location

Kelvin Grove campus.

Selection Criteria

1. Education, training and/or relevant experience equivalent to the completion of a degree in marketing or communication and at least four years subsequent relevant experience.
2. Understanding of the international student lifecycle with demonstrated ability to embrace and participate in change and promote and implement continuous improvement.
3. Demonstrated high-level verbal and written communication skills with experience developing reports, submissions and training resources, presenting information and connecting and collaborating with internal and external stakeholders.
4. Demonstrated experience coordinating projects, analysing, developing, implementing and reporting on integrated marketing communication campaigns and providing advice and recommendations.
5. Ability to demonstrate an understanding of cultural inclusion and diversity by engaging with different cultures and backgrounds to inform practice, priorities and outcomes.
6. Demonstrated digital literacy with an understanding of current, new and evolving strategies and technologies to engage with the international student market and the ability to use data to drive business outcomes.

Remuneration and Benefits

The classification for this position is Higher Education Worker Level 7 (HEW7) which has an annual remuneration range of \$101,955 to \$111,526 pa. Which is inclusive of an annual salary range of \$86,889 to \$95,045 pa and 17% superannuation.

In July 2020 QUT staff voted in favour of a variation to its Enterprise Agreements. The variations were approved by the Fair Work Commission in August 2020.

The variation impacts leave loading (for new staff no loading will be paid or accrued during the period the variation is in effect), salary increases (the salary increase which was due to occur in the first full pay period of December 2020 has been deferred until the first full pay

period of December 2021) and superannuation (superannuation will be paid to staff as though the salary increase which would have been paid in December 2020 has taken effect and, subject to the rules of the superannuation fund, a defined benefit member will continue to make contributions in alignment with the contributions made by the University). A link to the variation is [here](#).

Beyond personal and professional fulfilment, a career at QUT brings a broad range of tangible benefits. With competitive remuneration including superannuation, the University offers real and generous benefits.

QUT is a high quality and flexible organisation that is proud of its excellent employment conditions which include but are not limited to:

- Reduced working year scheme
- Parental leave provisions
- Study support encompassing leave and financial assistance
- Comprehensive professional development
- Salary Packaging

Further benefits can be found at the [Working at QUT](#) page.