

International Student Recruitment and Communications Manager

Marketing and Communication

Chancellery Division



**the university
for the real world**

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 Manager, International Student Recruitment and Communications manages the development and implementation of international communications for QUT International, by ensuring the alignment of key communications with QUT's strategic plan and brand. The position provides University-wide leadership and advice regarding marketing initiatives and ensures communication projects are timely and targeted.

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

Key responsibilities include:

- Provide University-wide international marketing, communication, and promotion leadership and advice based on marketing trends, competitor analysis and internal policies and procedures.
- Lead the implementation and ongoing development of QUT's international student recruitment strategy and manage the QUT International corporate brand through consultation with the Executive Director, QUT International, faculties and divisions, ensuring the alignment of key communications with QUT's strategic plan and brand.
- Build and manage strong partnerships with faculties and departments, as well as external stakeholders to ensure information communicated to prospective students is accurate, compliant, on brand, and relevant to the overseas market.
- Develop an integrated QUT International Reputation and Recruitment Plan for print and digital activities, ensure successful implementation and adherence to deadlines, proactively review the outcomes of the activities and apply continuous improvement.
- Lead and manage the development and implementation of QUT's enquiry management and engagement through the international student lifecycle.
- Act as liaison point between QUT International and the Marketing and Communication Department.
- Manage the development and implementation of advertising and promotional materials for QUT International, including course publications, brochures and other materials in a timely manner.

- Manage external relationships, specifically relating to contract negotiation and service delivery.
- Prepare reports and analysis for senior staff on international reputation and recruitment activity in collaboration with the International Digital Marketing team.
- Lead and manage the International Student Recruitment team.
- Manage the international marketing and communications budget
- 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

Gardens Point and Kelvin Grove campuses.

Selection Criteria

1. Education, training and/or relevant experience equivalent to the completion of postgraduate qualifications in a relevant discipline area with extensive experience.
2. Demonstrated leadership and management skills that drive teamwork, high performance and excellence in service provision.
3. Demonstrated ability to lead, manage and measure the outcomes on multi-channel marketing and recruitment initiatives for the international student market.
4. Demonstrated excellent interpersonal, verbal and written communication skills, including the ability to consult, negotiate and liaise with a range of people at all levels of an organisation in a professional manner.
5. Demonstrated ability to coordinate across a range of priorities including on-brand advertising, budget management and vendor liaison.
6. Strong understanding of digital recruitment activities, the prospective international

student lifecycle, and demonstrated experience developing effective digital campaigns.

Remuneration and Benefits

The classification for this position is Higher Education Worker Level 9 (HEW9) which has an annual remuneration range of \$133,427 to \$139,780 pa. Which is inclusive of an annual salary range of \$114,040 to \$119,470 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