



JOB AND PERSON SPECIFICATION

Title of position:	Student Recruitment Officer
Department:	Marketing Department
Reports to:	Chief Marketing Officer
Created:	14 June 2022
Last Updated:	June 2022

JOB SPECIFICATION

1. Preamble

Tabor is a multidenominational College which upholds Christian orthodoxy as expressed in the Nicene Creed. We value and respect the vitality of Pentecostal and Charismatic expressions of faith, the biblical focus of Evangelical Christians and the distilled learning of the wider Church. Our community life is shaped by the following theological emphases:

- (a) Christ-centred: Jesus Christ is the centre of our faith. His life and teaching, death, resurrection and ascension declare him to be Lord and Saviour and most fully reveal to us the nature and purpose of God.
- (b) Spirit empowered: We look to the empowering presence of God the Holy Spirit to renew, direct and shape our individual lives and the corporate life of the Tabor learning community.
- (c) Trinitarian community: The Christian experience of God as Father, Son and Holy Spirit enriches our community with the self-giving love of the Triune God.
- (d) Biblically based: We look to the Bible as the inspired word of God, true and reliable in all that it affirms and authoritative for matters of Christian faith, life and ministry.
- (e) Respect and care for the individual: We affirm that every individual is created in the image of God and therefore has a God-given worth and dignity which demand our respect and care.
- (f) Worship as foundational: We affirm corporate worship as a joy and a service we owe to ourselves and each other as we seek to uphold and nurture the shared faith that underpins our learning community.
- (g) The priority of God's mission: The love of Christ compels us to be active in both evangelism and social concern; together, these express the power of the gospel to overcome evil with grace.
- (h) The reality of hope: The resurrection of Jesus, the gift of the Spirit, and the community of the Church collectively fill us with the hope of a renewed Creation and an unhindered relationship with God. We live in faith and love now because we are a people of hope.

Tabor is a learning community that values:

- (a) Partnership in learning: students, academics, support staff, Boards, Committees, community organisations and professional bodies are viewed partners in the enterprise of vocational and higher education.
- (b) Authentic community: students and staff feel part of a community that is enriching and supportive academically, spiritually and personally.
- (c) Excellence in both academic and vocational education.
- (d) Excellence in scholarship and research.
- (e) Continuous improvement in teaching and learning.
- (f) Freedom of academic inquiry and expression.
- (g) Learning and research that transforms – personally, professionally and through its contribution to civil and global society.
- (h) Equity, social justice and service to the local and global communities – including access to courses by those who are disadvantaged or disabled.
- (i) Exemplary individual and corporate citizenship
- (j) Environmentally responsible practices.

The Student Recruitment Officer will be expected to embrace the values of Tabor and to develop his/her role as an outworking of the relevant aspects of the Tabor's Strategic Plan.

Staff must abide by the workplace health and safety policies of Tabor

2. Summary of the broad purpose of the position, in relation to Tabor's goals

The Student Recruitment Officer will be tasked to increase enrolments into all Tabor courses. The successful applicant will ensure effective capturing, response and conversion of leads from all marketing channels and pipelines. The role will also include follow up and nurturing of deferred students and the intentional promotion of further study to Alumni.

3. Reporting/working relationships

The Student Recruitment Officer will form part of the Marketing Department and will report to the Chief Marketing Officer.

They will work in collaboration with the Faculty Administration Managers and Heads of Program.

Within reference to the requirements of the position they will work closely with new and potential students across all faculties and campuses.

Within reference to the requirements of the position they will work closely with Tabor Alumni, particularly for the purpose of encouraging them for further studies or other involvement with Tabor

4. Conditions

1. The position is a full-time position 1.0FTE and based at the Millswood Campus of Tabor.
2. Working hours, pay, superannuation and leave provisions are in accordance with Tabor Enterprise Agreement 2019 and Staff Policies and Procedures.
3. The Student Recruitment Officer is required to be familiar with and to comply with all relevant Tabor policies/procedures/codes, as amended and updated from time to time.
4. All relevant policies can be accessed on Tabor's IT network and are available in hard copy on request.
5. The position is subject to performance reviews on the basis of the outcomes listed in this position description in Sections 2 and 5, and according to Tabor's Policy on Performance Management.

5. Key result areas and responsibility

1. Drive student enrolments through an increase in conversion rates at all steps of the sales cycle from lead through to enrolment.
2. Ensure that all new leads are captured in CRM and that all data is captured there.
3. Facilitate excellent customer service and effective communication as the first contact for leads at Tabor.
4. Effectively and intentionally follow up on all applicable deferred students with a focus of nurturing them back to study.
5. Effectively and intentionally introduce Alumni to postgraduate study and nurture any leads in that system.
6. From time to time participate in off-site or on-site recruitment-based events.

6. PERSON SPECIFICATION

Essential Minimum Requirements

Educational/Vocational Qualifications

1. Bachelor's degree in business, marketing or a related field is desirable but not essential.

Personal Abilities/Aptitudes/Skills (related to the job description and expressed in a way which allows objective assessment)

1. Commitment to the Christian faith and the ethos of Tabor, and ability to integrate the Christian faith into his/her teaching and day-to-day responsibilities
2. Sales focused with great communication skills (presentation, oral and written).
3. People focused disposition which will translate into excellent customer service.
4. Exceptional time management skills and the ability to work under pressure.
5. Task focused and self-motivated with a can-do attitude.

Experience

- 1. Sales and customer service experience with a proven record of meeting and exceeding targets.
- 2. Experience in student recruitment in the Education space would be highly regarded.
- 3. Experience working with CRM systems is desirable.

SIGNATURES OF PARTIES

Date position description agreed with appointee/occupant: _____ Date: _____

Name of Appointee/Occupant: _____

Signature: _____ Date: _____

Name of Supervisor/Line Manager: Chief Marketing Officer

Signature: _____ Date: _____

Date final position description authorised by Tabor: _____ Date: _____

Name of executive staff member authorising this position description: (Senior Executive or his/her delegate)

Signature: _____ Date: _____

Position of person authorising this position description: (Senior Executive or his/her delegate) Finance and HR Manager