Federation University

Greater together

Position description

Position title	Aboriginal Student Recruitment Coordinator
Institute/School/Centre/ Directorate/VCO	Aboriginal Education Centre
Campus	Mt Helen Campus. Travel between campuses may be required.
Classification	Within the HEW Level 6 range
Time fraction	Full-time
Employment mode	Continuing employment
Probation period	This appointment is offered subject to the successful completion of a probationary period.
Further information from	John Page, Senior Manager, Aboriginal Education Centre Telephone: 0487 537 324 Email: john.page2@federation.edu.au
Recruitment number	JR101540

In accordance with the University's Aboriginal and Torres Strait Islander Peoples Workforce Strategy; and under Special Measures Section 12, 28 and 88 of the Equal Opportunity Act 2010; the University has designated this position as an Identified Aboriginal and Torres Strait Islander Position.

Only Aboriginal and/or Torres Strait Islander people are eligible to apply.

Position summary

The Aboriginal Student Recruitment Coordinator is a member of the Aboriginal Education Centre and will support the development and delivery of school leaver recruitment activities that will include both the secondary school and links and their key influencers and local Aboriginal and Torres Strait Islander communities and key stakeholder including VAEAI and the Department of Education, Koorie Education Team to support Federation University student targets and strategic plan.

The Aboriginal Student Recruitment Coordinator will contribute to the planning, organisation and delivery of university-wide, TAFE or specific discipline secondary school engagement events as part of an agile working group.

The position will have specific responsibility for the organisation and coordination of certain aspects of events, communication schedules with secondary schools, career networks and other school leaver influencers, activities, and projects throughout the year.

The Aboriginal Student Recruitment Coordinator is a member of the Aboriginal Education Centre team and will work closely with the Marketing and Growth team. The position will be required to travel between campuses and regularly travel throughout Victoria to attend activities to promote University courses, which will occasionally involve after hours work and weekend attendance.

Portfolio

The Aboriginal Education Centre (AEC) has a strong and vibrant cultural presence at Federation University with five centers based across the following campuses - Mt Helen, SMB, Wimmera, Berwick and Gippsland and is the central location for all Aboriginal and Torres Strait Islander matters at Federation.

The AEC supports Aboriginal and Torres Strait Islander students and can also refer students to services and support at Federation University and other community organisations.

The Aboriginal Education Centre administers and provides (where required):

- Aboriginal and Torres Strait Islander students one-on-one support with their academic progressions and completions, financial aid, social, cultural and emotional wellbeing and, cultural connection
- Refer Aboriginal and/or Torres Strait Islander students to internal student engagement services and support at Federation and external services and support, including but not limited to linking Aboriginal and Torres Strait Islander students to local and broader Aboriginal community organisations;
- Cultural protocols and cultural safety knowledge to the broader Federation community;

Background

At Federation University, we are driven to make a real difference to the lives of every student, and to the communities we serve.

We are one of Australia's oldest universities, known today for our modern approach to teaching and learning. For 150 years, we have been reaching out to new communities, steadily building a generation of independent thinkers united in the knowledge that they are greater together.

Across our University and TAFE campuses in Ballarat, Berwick, Gippsland, and the Wimmera, we deliver world-class education and facilities. With the largest network of campuses across Victoria, we are uniquely positioned to provide pathways from vocational education and skills training at Federation TAFE through to higher education.

To be successful at Federation University you must be willing to enthusiastically embrace the University's ambition as expressed in Federation University's 2040 Strategic Plan and share the University's values of:

INCLUSION, we champion access and equity for all, creating a welcoming, supportive environment for our diverse learners and staff.

INNOVATION, we innovate to transform, embracing new ideas in teaching, research and operations to continually improve and stay ahead.

EXCELLENCE, we strive for excellence in all that we do, holding ourselves to high standards of quality, integrity and impact.

EMPOWERMENT, we support and trust our people, empowering learners, staff and partners to contribute, lead and succeed.

COLLABORATION, we are stronger together; teamwork and strong partnerships are at the heart of how we operate.

Key responsibilities

1. Contribute to the overall planning and organisation of Aboriginal and Torres Strait Islander school leaver student recruitment activities throughout the year by working with Aboriginal and Torres Strait Islander communities and key stakeholders and conducting an analysis of data and use data insights to track lead generation and conversion of VTAC students to develop clear insights for improvement to meet recruitment targets.
2. Coordination, planning, delivery and evaluation of School leaver activities for university courses and collaborate with the internal and external stakeholders. Including limited and targeted outbound calls as part of the promotion of the Early Offer Program, VTAC key dates and other major events in response to secondary school and other stakeholder recruitment activities.

3. Coordinate the planning, organisation, delivery and evaluation of specific events including Aspirations Day and Junior University program, Toorong Marnong and other Koorie Big Day Out and other events related to the VTAC market, including conducting presentations to secondary school prospective students, teachers or parents, commercial expos, secondary schools' expos, and targeted immersive events. Actively participate in these events as appropriate.
4. Contribute to the design and implementation of strategies and provide advice based on the success of previous activities to drive the increase of VTAC student enrolments achieving the university's revenue targets. Develop and implement the communication strategy with Aboriginal and Torres Strait Islander community stakeholders, Department of Education Koorie Education staff, secondary schools including, Careers eNews, Career Network updates and promotion of different events and programs i.e. Early Offer campaigns.
5. Contribute to the development and implementation of key initiatives, communication strategies and events related to key VTAC influencers.
6. Ensure prospective student database is created, implemented and up to date, follow up with communication and engagement with prospective students to maximize conversion leading to enrolment.
7. Build and maintain relationships with key external stakeholders such as Aboriginal and Torres Strait Islander community stakeholders, secondary school careers teachers, career networks, LLENS and discipline secondary school teachers, where appropriate.
8. Undertake professional development and maintain up-to-date knowledge on market specific changes, admissions requirements, and course information across the range of undergraduate and pathway courses available for VTAC students.
9. Reflect and embed the University's strategic plan, and operational purpose, priorities, and goals.
10. Embed effective risk management practices to ensure continuous service delivery. Participate in training and exercises to remain prepared for potential disruptions.
11. Undertaking the responsibilities of the position adhering to:
    - the Staff Code of Conduct, Child Safe Code of Conduct, and Conflict of Interest Policy and Procedure;
    - Equal Opportunity and anti-discrimination legislation and requirements;
    - the requirements for the inclusion of people with disabilities in work and study;
    - Occupational Health and Safety (OHS) legislation and requirements; and
    - Public Records Office of Victoria (PROV) legislation.

Level of supervision and responsibility

The Aboriginal Student Recruitment Coordinator reports to and receives general direction from the Senior Manager, Aboriginal Education Centre and works closely and in collaboration with Aboriginal Student Success Officers and Future Students Officers at other campuses.

The position requires expertise in recruitment, project management and relationship building, and the ability to be innovative and creative when developing effective ways to promote University and TAFE courses for Aboriginal and Torres Strait Islander peoples.

The Aboriginal Student Recruitment Coordinator is required to coordinate a wide variety of tasks concurrently throughout the year, ensuring compliance with existing policies, procedures and guidelines. The position is required to use sound judgement and independence when planning events for prospective school leavers.

The position requires a knowledge of the structure of the University, TAFE and of the courses offered at both the VET and Higher Education and discipline level.

Position and organisational relationships

The Aboriginal Student Recruitment Coordinator liaises extensively with the Aboriginal Education Centre team, Marketing team, admissions, teaching and general staff in discipline areas, alumni and industry when organising events.

External relationships involve liaising with Aboriginal and Torres Strait Islander communities, key stakeholder engagement and providing advice to VTAC prospective students and their parents/guardians, careers teachers, secondary school staff, and staff from other educational institutions with the aim of promoting the University's courses and activities along with alumni and industry representatives and campus staff.

Key selection criteria

Applicants must demonstrate they are able to undertake the inherent responsibilities of the position as contained in the position description and are able to meet the following key selection criteria:

Training and qualifications

1. Completion of:
   - a degree with subsequent relevant experience; or
   - extensive experience and specialist expertise or broad knowledge in technical or administrative fields; or
   - an equivalent combination of relevant experience and/or education/training
2. Relevant experience in a marketing/communications/project management environment would be highly regarded.
3. Hold a valid Working with Children Check (WWCC) or hold a current registration with the Victorian Institute of Teaching (VIT).

Experience, knowledge, and attributes

4. Ability to provide confirmation of Aboriginality and/or Torres Strait Islander Identity or a Statutory Declaration of Aboriginality and/or Torres Strait Islander identity and provide at least one reference from an Aboriginal and/or Torres Strait Islander person.
5. Demonstrated interpersonal and influencing skills, including the ability to form meaningful and sustainable professional relationships.
6. Demonstrated communication skills, including experience and confidence in public speaking.
7. Demonstrated ability to coordinate, promote and conduct events, including an ability to organise conflicting deadlines and prioritise commitments.
8. Demonstrated computer literacy, including demonstrated experience in the design and layout of communication through the Customer Relationship Management system.
9. Demonstrated ability to work accurately and with a high level of attention to detail.
10. Demonstrated ability to work both independently and as part of a team.
11. A current driver's licence will be required to drive University vehicles together with the capacity to meet the regular travel throughout Victoria and some evening and weekend attendance requirements of the position.
12. Demonstrated working knowledge and application of the Child Safety Standards.
13. Demonstrated knowledge and application of appropriate behaviors when engaging with children, including children with a disability and from culturally and/or linguistically diverse backgrounds.

The University reserves the right to invite applications and to make no appointment.

It is not the intention of the position description to limit the scope or accountabilities of the position but to highlight the most important aspects of the position. The aspects mentioned above may be altered in accordance with the changing requirements of the role.