

POSITION DESCRIPTION

Position Details

Position Title:	Associate Director, International Student Recruitment and Business Development
Reporting To:	Chief Executive Officer
Unit / Group:	RMIT UP International Student Recruitment and Business Development
Direct Reports:	International Development and Partnerships Manager, International Student Recruitment Coordinator, ELICOS Sales and Conversions Coordinator
Salary Classification:	Level 8
Location: Date:	City Campus September 2025
Position Title:	Associate Director, International Student Recruitment and Business Development

Position Summary

The Associate Director, International Student Recruitment and Business Development (AD ISBD) provides leadership in student recruitment, international business development and international partnerships for RMIT UP and both onshore and offshore to RMIT University Pathways English and Foundation programs. This includes channel and enquiry management, marketing, student conversions (application to enrolment) and communications, as well as efficient international admission in partnership with the RMIT International team.

The position leads the development and implementation of recruitment and marketing strategies to attract international students to RMIT UP. The role involves collaborating with key internal and external stakeholders to drive strategic recruitment planning, achieve enrolment targets, and advance the University's broader internationalisation objectives, including market diversification.

The role reports to the CEO RMIT UP and is a member of the RMIT UP Leadership Team. The position will work across the Experience Portfolio, other parts of the University and with RMIT's representative network and partners to ensure international recruitment activities are coordinated and aligned with the University's strategy.

The position is required to undertake efficient and effective management of the human, financial and physical resources of RMIT UP's International Student Recruitment and Business Development team, including a balanced budget which meets RMIT UP's financial management requirements.

Position Responsibilities and Accountabilities

International Student Recruitment and Business Development

- Lead the International Student Recruitment team to ensure they meet their recruitment targets through effective promotional activity and provision of high-quality service.

- Develop, update and lead RMIT UP's annual international recruitment and marketing strategies and plans for ELICOS and other related English programs.
- Lead team sales process to develop and deliver annual conversions plan to meet budgeted enrolments.
- Support Foundation Studies international student recruitment, including setting and meeting commencing load and university study tour student targets, supporting marketing on and offshore, attend events and support agent management.
- Lead and further build an onshore and offshore international recruitment and conversion team that can ensure ambitious growth targets are met in key regions.
- Drive and oversee the growth and development of the onshore Study Tour program and General English Program.
- Work closely with the University's Director, Global International Recruitment and their team to ensure alignment with all University recruitment activities and approaches.
- Identify and lead the development of new offshore partnerships in accordance with the University's frameworks and other relevant protocols.
- Take responsibility for offshore Transnational Education (TNE) partnership negotiations and agreements for new and existing partners ensuring they match RMIT UP strategic goals.
- Produce reports, policy papers and recommendations with regards to issues and policies concerning international student recruitment and offshore partnership opportunities, profile targets, scholarships, sponsorships, and services.
- Support other student recruitment activities as they relate to a further broadening of the RMIT UP product profile.
- Conduct and support regular internal audits and ensure compliance of all recruitment activities to relevant legislation and University policy.

Continuous Improvement and Financial Management

- Keep informed and abreast of changes to the international student recruitment and communicate to relevant internal and external stakeholders as necessary.
- Initiate, review and monitor process improvement activities associated with non award international student recruitment.
- Contribute to, monitor, and work within budgets and towards financial goals.
- Lead business development.
- Analyse and report the effectiveness of RMIT UP's international student recruitment and marketing strategies on a monthly, quarterly and semester basis. Provide strategic advice and market insight to contribute to setting strategic targets and direction.

Customer Service

- Ensure the International Student Recruitment team delivers a comprehensive and high-quality response to all forms (email, telephone, in person) of internal and external client contact.
- Maintain team's knowledge of products, current marketing campaigns, public website, databases and systems, processes, policies, and any other relevant governance.
- Ensure team provides accurate and timely response to, and communication with prospective, current, and past students.

People Leadership & Management

- Responsible for activities across the whole employee lifecycle, from recruitment through to effective management of performance, development, engagement, and motivation of the International Student Recruitment and Business Development team.
- Guide the setting of specific and measurable goals for the International Student Recruitment and Business Development team. Ensuring they support business objectives.
- Complete performance reviews for all direct reports within set timeframes and to quality standards.
- As a member of the RMIT UP Leadership Team, contribute significantly to the overall leadership of RMIT UP and demonstrate exemplary leadership behaviour.
- Contribute to the development and delivery of RMIT UP Leadership Team goals and financial targets.

Organisational Responsibilities and Accountabilities

- Act at all times in accordance with the RMIT Code of Conduct
- Work in accordance with RMIT University Pathways' policies and procedures including following safe work practices for self and others
- Proactively work towards achieving individual and team goals, whilst demonstrating RMIT's values and behaviours
- Actively engage in professional development opportunities
- Undertake any reasonable tasks as directed
- RMIT is committed to providing a safe environment for children and young people in our community. Read about our commitment and child safe practices.
<https://www.rmit.edu.au/about/our-locations-and-facilities/facilities/safety-security/child-safety>.

Qualifications, Knowledge, Skills & Attributes

Essential

- Relevant tertiary qualification
- Working with Children Clearance
- Demonstrable experience, knowledge and understanding of the ELICOS, Foundation and International student recruitment market
- Proven people management and leadership experience
- Familiarity with international student recruitment practices
- Previous experience in marketing and sales
- Proven ability to be adaptable, flexible and show initiative when problem solving
- Strong project management and organisational skills with the ability to manage varied and conflicting demands to agreed standards and timelines, while maintaining high attention to detail
- Excellent communication skills
- Well-developed interpersonal skills, including the ability to establish productive working relationships with a wide range of stakeholders from a variety of cultural backgrounds and organisational levels
- Strong organisational and administration skills, with the ability to multitask, deliver to deadline and perform under pressure, while maintaining high attention to detail
- Commercial acumen, including ability to contribute to, monitor and work within budgets
- Demonstrated cultural sensitivity and ability to operate in a culturally appropriate manner
- High level of computer literacy, particularly in the Microsoft Office suite and with databases

Desirable

- Familiarity with the University sector
- Agent management experience
- Experience in international student recruitment from a diverse range of source countries

Working at RMIT University Pathways (RMIT UP)

RMIT UP is owned by RMIT University, and provides a range of education solutions to students, academics and professionals in Australia and overseas.

Our mission is to provide transformative, supportive learning experiences and pathways which open global possibilities to our community of learners. We achieve this through our RMIT values of inclusion, imagination, integrity, courage, passion and impact.

RMIT UP education professionals place the student and customer experience at the forefront of everything we do.

Our key programs and services include Foundation Studies, ELICOS English for Academic Purposes (EAP) and language testing. RMIT UP also houses Informit, a leading research database with a strong focus on specialist Australasian content.

RMIT UP is situated in a state-of-the-art facility within the main RMIT University city campus in Melbourne's CBD. Co-located with Scape Australia, the largest provider of student accommodation in Australia, our building provides a unique offering to international students, housing world-class learning and accommodation in one secure location.

Acceptance of Position Description

This position description is current at date of approval. It may change from time to time to reflect operational needs and changes to organisational reporting relationships.

I have read, understood, and accept the responsibilities and accountabilities as outlined in this position description.

Incumbent signature: _____

Incumbent name: _____

Date: _____