



Position Description – Associate Director, Student Recruitment (International)

Position Details

Position Title: Associate Director, International Student Recruitment

Position Number: 50021260

College/Portfolio: Engagement **School/Group:** Global Student Recruitment

Campus Location: Primarily based at City campus, and the potential to work across other RMIT campuses as required.

Classification: 10C

Time Fraction: 1.0

Employment Type: Continuing

Reporting Line: Director, Global Student Recruitment

No. of Direct reports: 6

RMIT University

RMIT is a global university of technology, design and enterprise, committed to creating transformative experiences for students and making a meaningful impact through research, innovation, and engagement. For more information on RMIT University follow the links below.

<https://www.rmit.edu.au/about>

<https://www.universitiesaustralia.edu.au/university/rmit-university/>

<https://www.rmit.edu.au/about/facts-figures>

Our campuses in Melbourne (City, Brunswick, Bundoora, and Point Cook) are complemented by international campuses in Vietnam and a centre in Barcelona, Spain. We proudly acknowledge the Woi Wurrung and Boon Wurrung peoples of the eastern Kulin Nation on whose unceded lands our campuses are located.

We are deeply committed to reconciliation and Indigenous self-determination, embedding these values throughout our policies, culture and structures.

<https://www.rmit.edu.au/about/our-locations-and-facilities>

Why Join RMIT?

Our people are at the heart of everything we do. At RMIT, we value innovation, collaboration and impact. Our values are the heart (durrung) of who we are and what we stand for at RMIT. They guide what we do, how we make decisions, and how we treat each other.



Learn more about our values: <https://www.rmit.edu.au/about/our-strategy/values>

Organisational Accountabilities

RMIT is committed to the safety, wellbeing and inclusion of all staff and students. As a staff member, you are expected to comply with all relevant legislation and RMIT policies, including those related to: Equal opportunity, Occupational health and safety, Privacy and trade practices & Child safety standards:

Appointees are responsible for completing all required training and ensuring that they and their team members remain up to date on relevant compliance obligations.

Staff are expected to understand and support RMIT's child safe practices as part of their professional responsibilities. More about our child safety commitment: <https://www.rmit.edu.au/about/our-locations-and-facilities/facilities/safety-security/child-safety>.

Leadership at RMIT

At RMIT, leadership is not defined by position or hierarchy—it is a shared responsibility demonstrated by all staff, regardless of role or title. Leadership is grounded in our six core values, which guide and shape how we work together, make decisions, and create impact.

Effective leadership means consistently integrating these values into everyday actions and interactions, whether influencing a project outcome, supporting a colleague, or leading a team. All staff are expected to embody the principles of the *Be-Know-Do* Leadership Model:

Be – We are open and authentic, inclusive and empowering. We are purpose driven role models and communicators.

Know – We are self-aware, and understand our stakeholders, our sector and priorities.

Do – We set clear direction and expectations, we develop ourselves and others and promote mutual accountability to deliver results.

At every level, leadership at RMIT is about influence, contribution, and mindset. It is reflected in how we empower others, foster collaboration, and drive positive change through capability-building and alignment to strategic goals.

Engagement Portfolio

The Engagement Portfolio is responsible for protecting and enhancing RMIT's international brand and reputation and working collaboratively across colleges and portfolios to deliver RMIT's strategic priorities. The portfolio oversees core strategic functions including corporate communications, global marketing, global student recruitment, market insights, fundraising to support teaching, learning and research, and engagement with our alumni and philanthropic communities.

Position Summary

This role within the Global Student Recruitment team has overall responsibility to lead the International Recruitment team, and manage the performance of the RMIT representative network.

The role is responsible for guiding the development and implementation of strategies and systems designed to ensure enrolment targets are achieved across all regions and the team operates within budget, whilst providing high-level strategic advice to senior management and senior University stakeholders on all aspects of international student recruitment.

In addition to leading the International Recruitment team the role is required to liaise with various internal and external stakeholders to assist in the development of strategic initiatives to increase RMIT University's international profile and expand its international operations.

The role will work across the Engagement 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 the recruitment team, including a balanced group budget which meets the Universities' financial management requirements.

Key Accountabilities

- Lead the development and execution of international student recruitment strategy, ensuring alignment with University strategic priorities and achievement of commencing load targets through integrated, high-impact global promotional and conversion activities.
- Provide strategic leadership of the International Student Recruitment function, driving performance, capability development, and delivery of measurable recruitment outcomes across markets.
- Oversee workforce planning, staff management and budget governance, ensuring resources are effectively deployed in accordance with University policies and delivering optimal return on investment.
- Lead the development and optimisation of international recruitment communications, tools and campaigns, ensuring high-quality, consistent, and timely information supports prospective student engagement and conversion across all markets.
- Build and sustain high-level strategic relationships with internal senior stakeholders, ensuring international recruitment strategies are fully aligned to institutional direction, academic priorities, and global engagement objectives.
- Produce high-level strategic reporting, analysis and recommendations on international recruitment performance, market intelligence, scholarships, sponsorships, and enrolment trends to inform executive decision-making and policy direction.
- Ensure compliance, governance, and continuous improvement of international recruitment policies, processes and systems, strengthening quality assurance and operational effectiveness across all recruitment activities.
- Lead and manage strategic external partnerships and networks, including international agents, government partners, education providers, and key global stakeholders, to maximise institutional reach, reputation and commercial outcomes.
- Drive a high-performance, results-oriented culture across the International Recruitment team and partner network, embedding accountability, continuous improvement, and a strong focus on target achievement.
- Provide oversight of the international agent network, including contract governance, compliance frameworks, training and development, commission structures, and performance monitoring to ensure regulatory compliance and optimal recruitment outcomes

Key Selection Criteria

1. Proven experience in developing and successfully implementing international student recruitment or sales strategies.
2. Strong track record of managing human, financial and other resources, particularly developing, guiding and motivating teams.
3. High level understanding of international education in Australia and overseas as well as current challenges facing Australian and foreign institutions, including broader internationalisation issues.
4. Demonstrated experience in influencing, developing and implementing policy, ensuring adherence to organisation guidelines and/or government legislation.
5. Excellent interpersonal communication and relationship building skills, including the ability to effectively communicate with a range of people across and external to the University and in a wide range of cultural and social contexts.
6. Sophisticated cross-cultural understanding and awareness and demonstrated ability to work and represent the university in diverse countries, and to deliver outcomes to the satisfaction of clients from different countries and cultures.
7. Highly developed diagnostic, analytical and conceptual skills to identify and drive creative solutions and practical implementation strategies.

8. Well-developed marketing, communication, market intelligence skills, and demonstrated skill in using that information to identify business opportunities.
9. Understanding of the international higher education environment.

Qualifications

The appointee will have:

- a postgraduate degree qualification in a relevant field with subsequent relevant experience, or
- an equivalent combination of relevant experience and/or education/training

Working with Children Check

Appointment to this position is subject to holding a valid Victorian Working with Children Check and other checks as required by the specific role. Maintaining a valid Working With Children Check is a condition of employment at RMIT.