

## POSITION DESCRIPTION

### Position Details

<b>Position Title:</b>	International Student Recruitment Specialist
<b>Reporting To:</b>	Associate Director International Student Recruitment and Business Development
<b>Unit / Group:</b>	International Student Recruitment and Business Development
<b>Direct Reports:</b>	None
<b>Salary Classification:</b>	Corporate Services, Level E1
<b>Date:</b>	June 2025
<b>Location:</b>	City Campus

### Position Summary

The RMIT University Pathways (RMIT UP) Student Recruitment Specialist is responsible for meeting set student recruitment targets for new English language programs and supporting the business development initiatives across the RMIT UP Student Recruitment and Business Development portfolio.

This role plays an important part in the building and implementation of new programs within RMIT UP, including Fast Track University Pathway and General English with the intended impact to drive student numbers

The International Student Recruitment Specialist reports to the Associate Director, International Student Recruitment and Business Development.

### Position Responsibilities and Accountabilities

#### Student Recruitment

- Implementation of recruitment and business development strategies and plans to support the goal of exceeding set student recruitment targets for new General English, University fast track pathway programs and on-line English short course professional development programs
- Identify and develop new international business opportunities in ELICOS and Foundation studies markets
- Attend key onshore and offshore agent and industry student recruitment events
- Develop strong relationships with key existing and new agents to ensure our student recruitment growth from these key partners
- Work closely with the Associate Director, International Student Recruitment and Business Development to ensure that international student recruitment plan goals and targets are met
- Support the successful growth and delivery of all on-campus RMIT UP university study tour programs
- Provide direction, advice and general support to partners and prospective students to facilitate the enrolment growth in our General English and University Fast Track
- Provide up to date market intelligence, travel report for key recruitment markets

- Undertaking interstate and international travel on behalf of RMIT UP (which may include working outside business hours)
- Other relevant duties as required

### **ELICOS Market Intelligence & Reporting**

- Collaboratively work with a high performing International Student Recruitment and marketing teams at RMIT UP and RMIT University to ensure growth in all areas of international student recruitment.
- Monitor, evaluate and report on the effectiveness of marketing and recruitment strategies and activities.

## **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>.
- Appointment to the role is subject to successful passing of the Working with Children Check (WWCC employee type), Working rights Check and National Police Check (NPC)

## **Qualifications, Knowledge, Skills & Attributes**

### **Essential**

- Relevant tertiary and/or postgraduate qualification
- Knowledge of and/or exposure to international student recruitment markets
- Experience and knowledge working within the International Education, ELICOS or Higher Education industries
- Proven strategic and operational experience creating, implementing and managing and delivering marketing and recruitment strategies
- Proven successful track record in a International student recruitment and business development role
- Excellent 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
- Experience working with international recruitment agents and international university partners in key ELICOS General English and University pathway markets
- Exceptional verbal, written and presentation skills
- Demonstrated ability to effectively analyse and solve problems
- Excellent project management and organisational skills with the ability to manage varied and conflicting demands to agreed standards, timelines and budget
- Proficiency in computer applications, including MS Office suite, Studylink, social media, etc
- Demonstrated commitment to continuous improvement and best practice principles
- Valid Passport for travel

## 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: \_\_\_\_\_