

Position Description – Student Recruitment Manager, School Leaver

Position Details

Position Title:	Student Recruitment Manager, School Leaver
Position Number:	50012809
Portfolio:	Experience
School/Group:	Global Student Recruitment
Campus Location:	Based at the City campus but may be required to work and/or be based at other campuses of the University.
Classification:	HEW 8
Employment Type:	Fixed Term
Fixed Term Reason:	Replacement Employee
Time Fraction:	1.0

RMIT University

RMIT is a global university of technology, design and enterprise in which teaching, research and engagement are central to achieving positive impact and creating life-changing experiences for our students.

One of Australia's original educational institutions founded in 1887, RMIT University now has 83,000 students including 12,000 at postgraduate level.

The University enjoys an international reputation for excellence in professional and vocational education, applied and innovative research, and engagement with the needs of industry and the community.

With three campuses in Melbourne (City, Brunswick and Bundoora), two in Vietnam (Hanoi and Ho Chi Minh City) and a centre in Barcelona, Spain, RMIT is a truly global university. RMIT also offers programs through partners in Singapore, Hong Kong, mainland China, Indonesia and Sri Lanka, and enjoys research and industry partnerships on every continent.

RMIT prides itself on the strong industry links it has forged over its 130-year history. Collaboration with industry is integral to the University's leadership in applied research and education, and to the development of highly skilled, globally focused graduates.

We are a 5-Star university under the QS Stars international evaluation system and are 16th in the world among universities less than 50 years old (2016–17 QS Top 50 Under 50 index).

In the 2016 QS World University Rankings by Subject, RMIT is 16th in the world (highest ranked in Australia) in Art and Design, and 36th in the world (fourth highest in Australia) in Architecture and the Built Environment. We are also among the world's top 100 universities in Engineering (Civil and Structural; Electrical and Electronic; and Mechanical, Mechanical, Aeronautical and Manufacturing); Accounting and Finance; and Business and Management Studies).

Our research was ranked among the best in the world in the 2015 Excellence in Research for Australia evaluation. RMIT was rated "well above world standard" in 13 fields and "above world standard" in a further nine fields.

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College/Portfolio/Group

The Experience Portfolio leads and coordinates the University's industry engagement, marketing, student recruitment, fundraising and alumni activity, providing services to internal and external clients and stakeholders.

The business units within the Experience portfolio are Alumni, Digital, University Lifecycle, Marketing, Admissions and Global Student Recruitment.

Why work at RMIT University

Our people make everything at the University possible. We encourage new approaches to work and learning, stimulating change to drive positive impact. Find out more about working at RMIT University, what we stand for and why we are an Employer of Choice.

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

We want to attract those who will make a difference. View RMIT's impressive standings in university rankings.

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

Position Summary

The Student Recruitment Manager (School Leaver) plays a key leadership role in driving RMIT's domestic secondary school leaver strategy across Vocational Education and Undergraduate programs. As the 2IC for the School Leaver team, the role leads the development and implementation of initiatives that build awareness, engagement and applications. It brings together market insights, stakeholder engagement, and data-driven strategy to deliver high-impact recruitment outcomes and support RMIT's growth priorities.

The position is responsible for managing high-value relationships with secondary schools, parents, community organisations and government partners, while collaborating closely with teams across Experience, Marketing, Admissions and the University Colleges. By overseeing events, outreach programs and account management approaches, the role ensures strong lead generation and meaningful engagement with prospective students. The Student Recruitment Manager also provides critical insights on market trends and customer behaviour to influence strategic direction and drive continual improvement across the School Leaver portfolio.

Reporting Line

Reports to: Senior Manager, Student Recruitment

Direct reports: 2 direct reports

Organisational Accountabilities

RMIT University is committed to the health, safety and wellbeing of its staff. RMIT and its staff must comply with a range of statutory requirements, including equal opportunity, occupational health and safety, privacy and trade practice. RMIT also expects staff to comply with its policy and procedures, which relate to statutory requirements and our ways of working.

Appointees are accountable for completing training on these matters and ensuring their knowledge, and the knowledge of their staff, are up to date.

Key Accountabilities

- Implement School Leaver recruitment strategies that build brand advocacy, promote VE and Undergraduate offerings, and contribute to application and enrolment targets.
- Manage and strengthen relationships with secondary schools, priority schools and key influencer groups, ensuring consistent, high-value engagement aligned to recruitment priorities.

- Deliver school engagement, events and outreach activities—including expos, campus experiences and key stakeholder events—to generate high-quality leads and support customer experience goals.
- Use data, market insights and competitor intelligence to inform engagement planning, provide feedback to internal stakeholders, and support continuous improvement across the School Leaver portfolio.
- Coordinate and implement recruitment communications, including EDMs, SMS and content for key channels, ensuring targeted and timely messaging for schools and prospects.
- Support the execution of the annual Student Recruitment plan and contribute to broader policy, planning and market research as an active member of the Global Recruitment team.
- Provide high-level operational and strategic support to the Senior Manager, Student Recruitment, while actively fostering a collaborative, inclusive team culture that supports high performance and engagement.

Key Selection Criteria

1. Demonstrated experience in student recruitment or engagement within an education environment, with knowledge of the secondary and tertiary sectors, selection processes and school leaver pathways.
2. Proven ability to lead, coach and support staff, contributing to a positive, high-performing team culture.
3. Exceptional interpersonal, communication and presentation skills, with the ability to tailor complex information for diverse audiences including secondary schools, parents, community groups and internal stakeholders.
4. Ability to design and deliver sector-leading events and projects, outreach and engagement activities, ensuring high-quality experiences and effective coordination with cross-functional teams.
5. Strong stakeholder engagement and relationship-building skills, with the ability to balance competing priorities, negotiate effectively and maintain productive partnerships.
6. High level experience interpreting data, insights and customer behaviour trends to inform engagement planning and support continuous improvement across recruitment activities.
7. Demonstrated ability to contribute to operational planning, budgeting and resource coordination in support of broader team and organisational priorities.
8. High level of digital capability, with the ability to quickly adopt new systems, tools and technologies to enhance communication and engagement activities.

Qualifications

Tertiary qualifications in a relevant field (eg marketing, public relations,) and/or equivalent relevant experience.

Endorsed:	Signature: Name: Title: Date:	Approved:	Signature: Name: Title: Date:
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