



**Australian  
National  
University**

## Position Description

<b>College/Division:</b>	International Strategy Portfolio
<b>Department/Unit:</b>	International Strategy and Future Students
<b>Position Title:</b>	Associate Director, Future Students (International)
<b>Classification:</b>	ANU Senior Manager 2
<b>Position No:</b>	PN 33126
<b>Responsible to:</b>	Director, Future Students
<b>Number of positions that report to this role:</b>	Four (4)
<b>Delegation(s) Assigned:</b>	Supervisor

### PURPOSE STATEMENT

The International Strategy and Future Students (ISFS) Division brings together brand (identity), international and domestic recruitment, strategy, market research, marketing, advertising, digital, social media engagement and creative design at ANU. The Division is responsible for delivering high quality communications and experiences for future students in accordance with the University's strategic objectives. The Future Students team leads domestic and international student acquisition for The Australian National University (ANU).

The Associate Director, Future Students (International) is a leadership role within the Division which will support the University to achieve and delivery these student diversity and quality aims. The Associate Director will bring their experience, networks, and contacts to bear in improving the whole ANU student applicant journey whilst managing a high-performing International Student Recruitment team.

The team maintains multiple key relationships; these include education agents, sponsoring organisations and government ministries, and high schools in Australia and overseas. The team works with the Future Students (Domestic) team to deliver a busy online and offline events program to support student engagement in Australia and internationally.

### KEY ACCOUNTABILITY AREAS

#### Position Dimension & Relationships

The Associate Director, Future Students (International) will work closely with the Director Future Students in designing, operationalising and implementing innovative international student recruitment strategies.

The Associate Director will build excellent relationships with internal and external stakeholders and will bring a developed understanding of the global higher education sector to ANU. They will draw upon a wide and varied international network in government(s), education agencies, ministries, and other universities. They will be a strong leader, with outstanding operational and people skills and experience developing strong team cultures.

Reporting to the Director Future Students, the Associate Director will work closely with senior staff across ANU and will cultivate and maintain close working relationships with colleagues in Colleges and Service Divisions, including Division of Student Administration and Student Services, Planning and Service Performance, and Advancement, along with other stakeholders across the University. The Associate Director will also lead operational relationships with several external stakeholders and sector organisations.

#### Role Statement

Under broad direction the Associate Director will:

1. Contribute to the development and implementation of domestic and international student recruitment strategies focussed on delivering quality, diversity and equity according to agreed benchmarks and behaviours.
2. Lead the operational planning of future student recruitment in collaboration with the ANU Academic Colleges and other key internal and external stakeholders, managing these relationships on behalf of the division as appropriate.

3. Develop and drive new pipelines for student recruitment in geographies, sectors or disciplines not previously developed by ANU.
4. Nurture and maintain a high performing team culture focussed on achieving measurable success in line with the Division's and the University's goals.
5. Assist with the development and implementation of University marketing strategies and planning to support the University's vision, advance strategic goals and build the University's reputation.
6. Provide expert advice to senior leaders across the University on matters relating to future student experience and acquisition.
7. Deploy market intelligence and knowledge of national and international trends in evidenced decision-making.
8. Help coordinate student recruitment planning across the University, embedding a whole-of-university approach.
9. Manage an operational budget and ensure effective allocation of resources, including developing business cases for projects and initiatives requiring new investment or disinvestment.
10. Participate in relevant national and international sector networks and memberships to appropriately represent the University in the sector.
11. Comply with all ANU policies and procedures, and in particular those relating to work health and safety and equal opportunity.
12. Perform other duties as requested, consistent with the classification level of the position and in line with the principle of multi-skilling.

## SELECTION CRITERIA

1. Relevant postgraduate qualifications and demonstrated leadership experience and proven expertise in student recruitment, or an equivalent combination of relevant experience and qualifications and training. Significant student recruitment experience in the higher education sector will be highly regarded.
2. Proven ability to provide advice and demonstrated operational expertise to support management decisions, and experience implementing successful strategic plans to achieve organisational goals.
3. Demonstrated experience and ability in applying contemporary recruitment practices, and a proven ability to take innovative approaches leading to outstanding results.
4. Demonstrated analytical, problem-solving and decision-making skills and experience analysing data from multiple sources, and making recommendations on initiatives to leadership.
5. Demonstrated high quality written skills, with proven experience developing papers and reports for management.
6. Demonstrated people leadership skills and experience in a culturally diverse environment, with an ability to coach and mentor staff, to prioritise own and others' workloads, and to lead the team to deliver on challenging objectives on budget.
7. High level of interpersonal, liaison and consultation skills with demonstrated effective communication and negotiation skills to resolve difficult situations and provide authoritative advice to senior managers.
8. Proven ability to develop and maintain large numbers of relationships with key internal and external stakeholders for the purpose of business development.
9. A demonstrated high-level of achievement in relation to the incorporation of equal opportunity and occupational health and safety into strategic planning including the capacity to accept devolved responsibility for achievement of strategies and a commitment to their application in a University context.

*The ANU conducts background checks on potential employees, and employment in this position is conditional on satisfactory results in accordance with the Background Checking Procedure which sets out the types of checks required by each type of position.*

**Supervisor/Delegate Signature:**

**Date:** 10 August 2021

**Supervisor/Delegate Name:** Professor Sally Wheeler

**Uni ID** u1052099

## References

[General Staff Classification Descriptors](#)



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# Pre-Employment Work Environment Report

## Position Details

<b>College/Div/Centre</b>	International Strategy	<b>Dept/School/Section</b>	International Strategy and Future Students
<b>Position Title</b>	Associate Director – Future Students - International	<b>Classification</b>	Senior Manager 2
<b>Position No.</b>	NEW	<b>Reference No.</b>	

In accordance with the Occupational Health and Safety Act 1991 the University has a duty of care to provide a safe workplace for all staff.

- This form must be completed by the supervisor of the advertised position and forwarded with the job requisition to Appointments and Promotions Branch, Human Resources Division. Without this form jobs cannot be advertised.
- This form is used to advise potential applicants of work environment issues prior to application.
- Once an applicant has been selected for the position consideration should be given to their inclusion on the University's Health Surveillance Program where appropriate – see . [http://info.anu.edu.au/hr/OHS/\\_Health\\_Surveillance\\_Program/index.asp](http://info.anu.edu.au/hr/OHS/_Health_Surveillance_Program/index.asp)  
Enrolment on relevant OHS training courses should also be arranged – see [http://info.anu.edu.au/hr/Training\\_and\\_Development/OHS\\_Training/index.asp](http://info.anu.edu.au/hr/Training_and_Development/OHS_Training/index.asp)
- 'Regular' hazards identified below must be listed as 'Essential' in the Selection Criteria - see 'Employment Medical Procedures' at [http://info.anu.edu.au/Policies/\\_DHR/Procedures/Employment\\_Medical\\_Procedures.asp](http://info.anu.edu.au/Policies/_DHR/Procedures/Employment_Medical_Procedures.asp)

## Potential Hazards

<ul style="list-style-type: none"> <li>Please indicate whether the duties associated with appointment will result in exposure to any of the following potential hazards, either as a <b>regular</b> or <b>occasional</b> part of the duties.</li> </ul>					
<b>TASK</b>	<b>regular</b>	<b>occasional</b>	<b>TASK</b>	<b>regular</b>	<b>occasional</b>
key boarding	<input checked="" type="checkbox"/>	<input type="checkbox"/>	laboratory work	<input type="checkbox"/>	<input type="checkbox"/>
lifting, manual handling	<input type="checkbox"/>	<input type="checkbox"/>	work at heights	<input type="checkbox"/>	<input type="checkbox"/>
repetitive manual tasks	<input type="checkbox"/>	<input type="checkbox"/>	work in confined spaces	<input type="checkbox"/>	<input type="checkbox"/>
catering / food preparation	<input type="checkbox"/>	<input type="checkbox"/>	noise / vibration	<input type="checkbox"/>	<input type="checkbox"/>
fieldwork & travel	<input type="checkbox"/>	<input type="checkbox"/>	electricity	<input type="checkbox"/>	<input type="checkbox"/>
driving a vehicle	<input type="checkbox"/>	<input type="checkbox"/>			
<b>NON-IONIZING RADIATION</b>			<b>IONIZING RADIATION</b>		
solar	<input type="checkbox"/>	<input type="checkbox"/>	gamma, x-rays	<input type="checkbox"/>	<input type="checkbox"/>
ultraviolet	<input type="checkbox"/>	<input type="checkbox"/>	beta particles	<input type="checkbox"/>	<input type="checkbox"/>
infra red	<input type="checkbox"/>	<input type="checkbox"/>	nuclear particles	<input type="checkbox"/>	<input type="checkbox"/>
laser	<input type="checkbox"/>	<input type="checkbox"/>			
radio frequency	<input type="checkbox"/>	<input type="checkbox"/>			
<b>CHEMICALS</b>			<b>BIOLOGICAL MATERIALS</b>		
hazardous substances	<input type="checkbox"/>	<input type="checkbox"/>	microbiological materials	<input type="checkbox"/>	<input type="checkbox"/>
allergens	<input type="checkbox"/>	<input type="checkbox"/>	potential biological allergens	<input type="checkbox"/>	<input type="checkbox"/>
cytotoxics	<input type="checkbox"/>	<input type="checkbox"/>	laboratory animals or insects	<input type="checkbox"/>	<input type="checkbox"/>
mutagens/teratogens/ carcinogens	<input type="checkbox"/>	<input type="checkbox"/>	clinical specimens, including blood	<input type="checkbox"/>	<input type="checkbox"/>
pesticides / herbicides	<input type="checkbox"/>	<input type="checkbox"/>	genetically-manipulated specimens	<input type="checkbox"/>	<input type="checkbox"/>
			immunisations	<input type="checkbox"/>	<input type="checkbox"/>
<b>OTHER POTENTIAL HAZARDS (please specify):</b>					

<b>Supervisor's Signature:</b>		<b>Print Name:</b>	Sally Wheeler	<b>Date:</b>	10 August 2021
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