



**Lincoln  
University**  
*Te Whare Wānaka o Aoraki*

## **POSITION DESCRIPTION**

# **Student Recruitment Officer**

## **Marketing and Recruitment**



**Vacancy 12-06**

**January 2012**

## POSITION DESCRIPTION

### Student Recruitment Officer

#### Context

Lincoln University is committed to developing strong relationships with prospective students, secondary schools and associated groups in order to provide study opportunities for people who wish to continue their studies at a tertiary level.

The Marketing and Recruitment group comprises of both International and Domestic marketing and recruitment, Alumni and Employer Liaison services. The office functions to develop and maintain strong relationships with prospective students, teachers, academics, agents, staff and associated organisations in order to increase the reputation and awareness of Lincoln and its programmes.

The Student Recruitment team is responsible for delivering a range of services to prospective students. As a Student Recruitment Officer for Lincoln University, you would be responsible for the recruitment of students within specific geographic regions that have specific recruitment target numbers in the following market segments: Secondary Schools, Pathway students, Part time Students, Executive Development & Post Graduate, Maori & Pacific Island students, in addition to the market segments a Student Recruitment Officer is expected attend careers expos and other events in order to promote the range of courses that Lincoln University offers to prospective students. The position involves a significant amount of travel.

#### Purpose

To increase student enrolment at Lincoln University by working closely with other Student Recruitment Team members and the wider Lincoln Staff to identify opportunities and develop initiatives for student recruitment and by developing and building networks within the designated geographic region and the wider community to promote the University.

Key Outputs	Key Performance Indicators
<b>Student Recruitment</b> <ul style="list-style-type: none"><li>Act as the University's representative in regions of responsibility and represent the University at recruitment expositions in those regions.</li></ul>	<ul style="list-style-type: none"><li>There is an increase in the number of students enrolled at the University from the regions of responsibility in line with agreed yearly student number targets.</li></ul>
<b>Budgets and Reporting</b> <ul style="list-style-type: none"><li>Manage and report on the allocated budget for the designated regions of responsibility</li><li>Provide recommendations about trends, developments and opportunities in the domestic student recruitment market place to senior management, and other relevant parties e.g. Marketing, Student Administration staff.</li></ul>	<ul style="list-style-type: none"><li>All expenses are accurate, coded and filed on as per the University policy.</li><li>Budget allocations are used appropriately and not exceeded.</li><li>The Student Recruitment Manager, the Director, Marketing and Recruitment, the Senior Management Group, Student Administration, and Marketing &amp; Recruitment staff are kept informed of recruitment trends and developments in the region (and wider) as they emerge.</li></ul>

<p><b>Planning</b></p> <ul style="list-style-type: none"> <li>• Participate in planning meetings with the Student Recruitment team to achieve specified outcomes.</li> <li>• Account management of specified high schools, businesses, community groups and Iwi organisations in the designated region.</li> <li>• Maintain client record of client and prospect visits.</li> </ul>	<ul style="list-style-type: none"> <li>• Regular communication is maintained with the Domestic Student Recruitment Manager.</li> <li>• Good working relationships are developed with high schools.</li> <li>• School contact details are kept up to date.</li> </ul>
<p><b>Secondary School visits</b></p> <ul style="list-style-type: none"> <li>• Plan and conduct student recruitment visits to secondary schools in the designated region</li> <li>• Promote and inform prospects and key secondary schools staff of Lincoln University's range of academic programmes and current initiatives.</li> <li>• Attend careers evenings at designated Secondary Schools (and others as required).</li> </ul>	<ul style="list-style-type: none"> <li>• Prospective students and other clients receive a consistent service which is friendly, helpful and responsive.</li> <li>• Student recruitment visits to secondary schools, Kura and Wananga are planned and conducted to meet specified key outcomes, in a timely and effective manner.</li> <li>• Maintain and update knowledge accordingly.</li> <li>• There is a measurable increase in the number of students enrolling in Lincoln University programmes from designated region against set targets.</li> </ul>
<p><b>Career Expos</b></p> <ul style="list-style-type: none"> <li>• Represent the University at career expos and any other events at which the University is marketing its programmes.</li> <li>• Assist in setting up expos, organising displays and marketing collateral.</li> <li>• Represent the University in a professional manner at all times.</li> </ul>	<ul style="list-style-type: none"> <li>• Prospective students and other clients receive a consistent service which is friendly, helpful and responsive.</li> <li>• Career expos and events are planned and conducted to meet specified key outcomes and the feedback received is positive.</li> <li>• Maintain and update knowledge accordingly.</li> <li>• There is a measurable increase in the number of students enrolling in Lincoln University programmes from designated region against set targets</li> </ul>
<p><b>Other</b></p> <ul style="list-style-type: none"> <li>• Provide input regarding publicity material and University publications as required.</li> <li>• Undertake campus tours for prospective students, their employers, their families and other interested people.</li> <li>• Other tasks as requested by your manager.</li> </ul>	<ul style="list-style-type: none"> <li>• Ensure the Marketing team is kept informed on market feedback.</li> <li>• Ensure prospective students are welcomed in a friendly and professional manner.</li> <li>• All tasks are carried out in a professional and timely manner.</li> </ul>

## **Staff Supervised**

The Student Recruitment Officer is not responsible for the supervision of staff.

## **Key Relationships**

The Student Recruitment Officer is expected to establish effective working relationships with:

- Careers Advisers, Principals, Heads of Department and other relevant secondary school staff
- HR Managers/Directors of relevant businesses for Exec Dev, Part time or Postgraduate students
- Other Marketing and Recruitment staff both Domestic and International
- Student Administration staff
- Course Advisors and other relevant academic staff
- Other relevant external contacts, suppliers and networks

## **Accountability**

The Domestic Student Recruitment Officer reports to the Domestic Student Recruitment Manager.

## **Person Specification**

### **Qualifications**

- A tertiary qualification or at least five years relevant business experience is required
- A current, unrestricted private motor vehicle licence is required

### **Experience**

The position requires:

- Experience in a customer-focused, service delivery area
- Experience in selling and promotion of products or services
- Proven experience in developing and maintaining relationships within and outside an organisation
- Experience in presenting to group situations

It would be advantageous to have:

- Knowledge of, or experience within, the secondary school or tertiary environment

### **Technical Skills**

- Highly developed communication skills (particularly presentation), including the ability to relate to a wide range of people from different cultures and backgrounds
- The capacity and proven ability to develop new initiatives

### **Personal Attributes**

- An energetic and enthusiastic approach to providing excellent customer service
- Results-focused and a willingness to 'go the extra mile'
- The ability to work independently, set priorities, meet deadlines and remain calm under pressure
- The flexibility and resilience to cope with travel

- Warm and approachable personality
- Demonstrated ability to work in team environment
- Professional image with excellent presentation skills
- Is able to work within the LU Code of Conduct and promote a respectful working environment.

# CONDITIONS OF APPOINTMENT

## Student Recruitment Officer

### Term of Appointment

This is a continuing appointment.

### Hours of Work

This is a full time appointment of 37.5 hours per week.

### Remuneration

Salary on commencement will be commensurate with qualifications and experience.

### Employment Agreement

- The appointee will have an Individual Employment Agreement.
- The conditions outlined in this document are indicators of some of the key items of that agreement.

### Annual Leave

- Annual leave entitlement is four weeks per annum.
- The appointee is also entitled to statutory holidays in accordance with the Holidays Act.
- In addition, the appointee is entitled to the last working day before Christmas Day, the three working days between Christmas and New Year, and Easter Tuesday, as University holidays, provided they fall on days that the appointee would normally be required to work.

### Health and Safety

- The appointee will work and act at all times in compliance with all Lincoln University requirements in respect of occupational health and safety.
- University staff can join the Recreation Centre on campus. The Centre offers a wide range of facilities and services, for example: gymnasium, weights room, exercise classes, fitness assessments, massage, squash courts.

### Relocation

If the appointee resides outside the Christchurch area, relocation may be discussed with the successful applicant.

### Other

Further information about Lincoln University can be found on our website: [www.lincoln.ac.nz](http://www.lincoln.ac.nz)

## Method of Application

***All applications for vacancy 12-06 must include a Lincoln University application form, CV and covering letter and be received by 4.00pm on Monday, 20 February 2012.***

Electronic applications can also be made online at [www.lincoln.ac.nz](http://www.lincoln.ac.nz)

### **Enquiries can be made to:**

The Human Resources Administrator  
Phone: 03 325 3687  
Email: [jobs@lincoln.ac.nz](mailto:jobs@lincoln.ac.nz)

### **Applications should be sent to:**

The Human Resources Director  
PO Box 84, Lincoln University  
Lincoln 7647, Christchurch  
New Zealand

## APPENDIX A

### STATEMENT OF VISION AND VALUES

#### VISION

As defined in the Lincoln University Charter (effective 2003-2009), Lincoln University's vision is to provide the national and international leadership in research and teaching that will contribute positively to ensure a sustainable environmental, social and economic future for New Zealand.

To achieve its vision, Lincoln University will:

- Provide an innovative and challenging learning environment that is focussed on enabling its students to achieve their potential;
- Contribute to the creation of sustainable environmental, social and economic outcomes through education and research that expands knowledge and understanding of the science and management of natural resources;
- Work with its communities in New Zealand and beyond to address national and international issues by maintaining, strengthening and integrating its core competencies in commerce, physical, biological and social sciences; and
- Recognise and provide for the Treaty of Waitangi/te Tiriti o Waitangi and the status of tangata whenua.

#### VALUES

Lincoln University is committed to the following values:

##### ***Scholarship***

The University's staff and students will exhibit the highest standards of scholarship in all academic endeavours.

##### ***Academic Freedom***

The University values academic freedom and is committed to supporting and encouraging independent and critical enquiry necessary for learning, teaching, research and the role of its members as the critics and conscience of society.

##### ***Independent and Creative Thought***

The University encourages and develops critical and independent thought in its research and its learning environment.

##### ***Quality***

The University fosters quality by enhancing a culture of excellence.

##### ***Professionalism***

The University is committed to professionalism in its dealings with students, staff, clients and communities.

##### ***Innovation***

The University fosters innovation in its activities and, in particular, in the delivery of educational services.

***Student Focus***

The University has a 'student first' approach. It articulates standards of service and expectations of students in the student charter.

***Relevance***

The teaching and research of Lincoln University is innovative, rigorous, responsive, forward-looking and able to be applied to the solution of problems.

***The Treaty of Waitangi***

Lincoln University is committed to developing as an organisation that meets its obligations under the Treaty of Waitangi.

***International Perspective***

Lincoln University is committed to providing an international perspective to enhance the learning of its students and opportunities for its graduates and staff.

***Responsible Utilisation and Management of Natural Resources***

Lincoln University advocates the responsible utilisation and management of built and natural resources for sustainable environmental, social and economic benefit.

***Ethical Standards***

Consistent with its support for academic freedom, the University promotes its code of ethical standards to ensure the professional conduct of its learning, research and professional activities.

***Accountability***

Lincoln University, its Council and its staff accept the obligation to account to its students and other clients, the Crown and other stakeholders for the outputs produced and for the resources used in producing those activities and operations.