



**Lincoln  
University**  
*Te Whare Wānaka o Aoraki*  
CHRISTCHURCH • NEW ZEALAND

**POSITION DESCRIPTION**

**Marketing and Recruitment Administrator**

**Marketing and Recruitment**



**Vacancy 12-07**

**January 2012**

## POSITION DESCRIPTION

### Marketing and Recruitment Administrator

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| <b>Context</b> |
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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.

Marketing and Recruitment comprises both of International and Domestic marketing and student recruitment, Alumni and Employer Liaison services. They function 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.

Marketing and Recruitment goals are to 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.

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| <b>Purpose</b> |
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This position exists to provide administrative support for Marketing and Recruitment, including the International Recruitment Team.

| Key Outputs  | Key Performance Indicators   |
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| <p><b>Reception</b></p> <p>This encompasses the following key tasks:</p> <ul style="list-style-type: none"> <li>• Provide an efficient and friendly reception and information service to students and staff.</li> <li>• Provide swift responses to all student enquiries received and send out relevant information.</li> <li>• Relay important messages to staff working in the field.</li> <li>• Maintain kitchenette and reception area and tea, coffee and milk supplies.</li> </ul>   | <p><b>Reception</b></p> <ul style="list-style-type: none"> <li>• Effective interpersonal skills and a strong customer service focus are evident.</li> <li>• Reception duties are dealt with in a prompt, courteous and culturally sensitive manner and meet required standards for good customer service.</li> </ul>   |
| <p><b>Administration</b></p> <p>This encompasses the following key tasks:</p> <ul style="list-style-type: none"> <li>• Undertake administrative function on behalf of Marketing and Recruitment.</li> <li>• Reply to general correspondence and enquiries by telephone, fax, post or email.</li> <li>• Media monitoring: file daily reports and provide fortnightly summaries on media clippings by subject, region and country.</li> <li>• Enter new prospects and agents on PeopleSoft.</li> <li>• Draft appropriate letters for mailing to prospects, schools and organisations and arrange mail outs.</li> </ul> | <p><b>Administration</b></p> <ul style="list-style-type: none"> <li>• Up to date marketing material is distributed frequently both inside and outside the university.</li> <li>• Comprehensive documents and records are produced, updated and formatted professionally and accurately.</li> <li>• Payments are processed accurately and efficiently.</li> <li>• Brand standards are monitored and upheld.</li> <li>• Regular accurate media reports are distributed.</li> <li>• Office systems are maintained and developed to</li> </ul> |

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| <ul style="list-style-type: none"> <li>• Check and process account payments, vouchers, reimbursements, purchase card visa statements and invoices.</li> <li>• Provides 2<sup>nd</sup> line support to the domestic team in the terms of school liaison.</li> <li>• Distribute mail (internal and external) to staff, including notices and newsletters both electronic and paper.</li> <li>• Assist the International Director with accounts claims and meeting arrangements.</li> <li>• Maintain visual and informative displays.</li> <li>• Collate, package and despatch marketing materials when required, including onshore and offshore mail outs to prospects, schools, agents and other interested parties.</li> <li>• Assist with the administration of Recruitment and International Events.</li> <li>• Answer the University's 0800 line and forward to the Student Recruitment Officer where appropriate.</li> <li>• Act as sole point of contact for all international and domestic recruitment telephone and email enquiries triaging requests for information and queries to the relevant department within the University.</li> <li>• Manage the enquiries database and create weekly enquiry reports and analyses for the Domestic and International teams, as well as Student Administration.</li> <li>• Book and arrange domestic and international travel arrangements for staff.</li> <li>• Maintain domestic and international related databases on a regular basis.</li> <li>• Develop and maintain effective hard copy and electronic filing systems.</li> <li>• Order and maintain stationery supplies, and Liaison and International display material.</li> <li>• Post daily updates to the staff and student intranets.</li> <li>• Update the University Telephone directory.</li> </ul> | <p>provide a quality service.</p> <ul style="list-style-type: none"> <li>• Resources and office supplies are maintained.</li> <li>• The appointee makes a positive contribution to the domestic and international teams.</li> <li>• The quality of administrative support services provided is to the satisfaction of the Marketing and Recruitment Director.</li> <li>• Assigned tasks are completed accurately and on time.</li> <li>• Travel arrangements are made in line with travel policy with the most effective cost and convenience options sought.</li> <li>• Responsive approach on the 0800 phone line e.g. all enquiries are responded to immediately.</li> <li>• A high level of customer service is provided at all times.</li> <li>• Harmonious working relationships are established and maintained with other staff.</li> <li>• Required levels of initiative, judgement and confidentiality are consistently maintained.</li> </ul> |
| <p><b>Other</b></p> <ul style="list-style-type: none"> <li>• Other tasks as may reasonably be required from time to time</li> </ul>   | <p><b>Other</b></p> <ul style="list-style-type: none"> <li>• Tasks are completed on time and to the satisfaction of the PA and Marketing and Recruitment Director.</li> </ul>   |

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| <b>Staff supervised</b> |
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This role is not responsible for the supervision of staff.

## Key Relationships

The Marketing and Recruitment Administrator is expected to establish effective working relationships with:

- Other staff within Marketing and Recruitment
- Other Directors, Managers and staff of the University
- The Finance department, particularly Accounts Payable
- Prospective students
- Relevant outside organisations and service providers, particularly secondary schools, careers advisors, and University suppliers

## Accountability

The Marketing and Recruitment Administrator reports to the Marketing and Recruitment Director via the Marketing and Recruitment Personal Assistant.

## Person Specification

### Experience

- Experience in accounts, database, reception, marketing and administration.
- Recent experience in a busy, modern, business orientated environment or a large public sector environment.

### Technical Skills

- Comprehensive and advanced skills in Microsoft Office 2000 (especially WORD and Excel) are required.
- Experience in using the internet, databases and PowerPoint is also essential.
- Well developed written and oral communication skills.

### Personal attributes

- A strong customer focus; the ability to provide a cheerful and positive reception service.
- Good organisation and the ability to see tasks through to completion.
- The ability to communicate with and relate well to people from all backgrounds, ages and cultures.
- The energy, drive and enthusiasm to create efficient work processes.
- Ability to plan ahead, prioritise daily work assignments and exercise good judgement in managing urgent requests and changes.
- Demonstrated initiative, stamina and motivation, a strong work ethic.
- Focused on providing a high quality and frontline service.
- Is able to work within the LU Code of Conduct and promote a respectful working environment.

## **CONDITIONS OF APPOINTMENT GENERAL STAFF**

### **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 within the range \$42,130 to \$45,700 per annum [Grade G3] on the General Staff salary scale, commensurate with qualifications and experience.

### **Employment Agreement**

- If the appointee chooses to become a union member, the appointee will be bound by the Lincoln University General Staff Collective Employment Agreement. It contains a comprehensive range of conditions of employment for this position.
- Otherwise the appointee will have an Individual Employment Agreement based on the Lincoln University General Staff Collective 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, in accordance with the Lincoln University General Staff Collective Employment Agreement..

### **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.

### **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 must include a Lincoln University application form, CV and covering letter and be submitted 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.