



UNIVERSITY  
OF WOLLONGONG  
AUSTRALIA

# Position Description

## PROFESSIONAL SERVICES

|                                                                            |                                                |
|----------------------------------------------------------------------------|------------------------------------------------|
| <b>Position Title</b>                                                      | Conversion Specialist (Projects & Initiatives) |
| <b>Classification/Level under the Enterprise Agreement</b> (if applicable) | Level 6/7                                      |
| <b>Management Level</b>                                                    | Specialist/Support                             |
| <b>Faculty/Portfolio</b>                                                   | DVC – G                                        |
| <b>School/Division</b>                                                     | Student Growth and Engagement                  |
| <b>Main Location(s)</b>                                                    | Wollongong Campus                              |
| <b>Delegations</b> (if applicable)                                         | None                                           |

## Primary Purpose of the Position

The Conversion Specialist (Projects & Initiatives) plays a key role in supporting student recruitment outcomes by leading initiatives across digital, physical, and outbound touchpoints. While sharing the broader division's goal of ensuring prospective students receive accurate, timely, and compelling information, this role acts as the central hub for proactive conversion and communications projects and initiatives. This spans managing the end-to-end production of critical print assets (such as course guides and brochures), driving technology enhancements, and orchestrating targeted outbound conversion campaigns. By bridging the gap between physical collateral, outbound conversion strategy, and technical execution, the position supports the broader objectives of the Student Growth and Engagement division.

## Position Environment

UOW is a leading Australian University with a history of outstanding achievement in teaching, learning and research output across a truly global footprint. UOW attracts students from over 130 countries and is committed to providing our diverse student body with an engaging world-class and internationally oriented learning experience. With international campuses in Dubai, Hong-Kong, India and Malaysia, and a range of metropolitan and regional campuses in Australia including Wollongong, the Southern Highlands, the South Coast, southern and south-western Sydney, and Sydney CBD, UOW is committed to delivering benefit for all of our communities.

The role sits within the Engagement and Conversion team in the Student Growth and Engagement division. The team plays a key role in supporting student recruitment outcomes by developing and delivering conversion strategies and initiatives that guide prospective students through critical decision-making and enrolment milestones. This includes the development and execution of future student communications, production of recruitment collateral, management of recruitment data and operational processes, and the administration and optimisation of marketing automation platforms and associated technologies. The team works collaboratively across the University to ensure prospective students receive accurate, timely and relevant information throughout their journey.

## Major Accountabilities/Responsibilities

1. Lead the scoping, planning, and execution of special projects designed to enhance the future student journey, spanning digital technology rollouts, major print publications, and proactive outbound campaigns.
2. Design, coordinate, and measure outbound conversion initiatives (such as call campaigns, SMS, and targeted email workflows) to actively drive prospective students through critical enrolment milestones.
3. Manage the end-to-end project lifecycle for physical recruitment collateral, including course guides, brochures, and flyers, ensuring content is accurate, engaging, and delivered on schedule.
4. Build and manage key stakeholder relationships to escalate queries and gather accurate content, acting as a central liaison for gathering requirements for outbound scripts, print guides, and digital platforms, without necessarily serving as the primary business owner for existing data or display logic.
5. Provide subject matter expertise by working closely with academic and professional staff to translate complex operational needs into actionable, time-bound project deliverables across all mediums.
6. Develop workplans and internal content quality procedures in alignment with governance frameworks and stakeholder input, specifically focusing on print production milestones, outbound campaign scheduling, and technology deployment.

7. Act in accordance with University policies as amended from time to time, the [Values in Action Framework](#) of Thrive Together, Pursue Excellence, Be Accountable and Lead with Integrity, and our commitment to [Equity, Diversity and Inclusion](#).
8. WHS responsibilities, accountabilities and authorities as outlined in the WHS Framework - <https://www.uow.edu.au/about/services/safe-at-work/whs-framework/>

## Reporting Relationships and Other Key Contacts

|                                              |                                                                                                                                                                                                                                |
|----------------------------------------------|--------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|
| <b>Position reports to</b>                   | Senior Manager, Future Student Operations                                                                                                                                                                                      |
| <b>Positions supervised by this position</b> | None                                                                                                                                                                                                                           |
| <b>Other key contacts and stakeholders</b>   | Information Management and Technology Services Division (IMTS)<br>UOW Global Enterprises (UOWGE)<br>Student Services Division<br>Brand, Marketing, Communications (BMC)<br>Domestic Recruitment Teams<br>Student Service Teams |

## Selection Criteria

- A combination of education/training/post-qualification experience deemed relevant to the role, supplemented by proven project management experience across multiple marketing mediums.
- Demonstrated experience in University marketing, recruitment or administration, with a high level of understanding of the student recruitment funnel and core business processes and their timing.
- Proven experience designing and executing outbound conversion campaigns (e.g., targeted calling, SMS, or automated email outreach) to achieve specific conversion targets.
- Demonstrated experience managing the production of high-quality print materials (such as comprehensive course guides, brochures, and flyers), including content collation, proofing, and coordinating with design and print vendors.
- Demonstrated ability to build and sustain client/stakeholder working relationships, employing sound communication, initiative, judgment, negotiation and conflict resolution skills to deliver exceptional client service.
- Demonstrated well developed skills across a range of marketing and promotional function, utilising the common office technologies and software as well as bespoke systems, with specific capability in navigating CRM platforms, marketing automation tools (e.g., Marketo, Adobe), and content management systems.
- Demonstrated experience of setting and delivering against workplans and schedules within a highly structured project-based environment.
- Demonstrated ability to effectively prioritise and complete multiple tasks in a high volume, high pressure environment.

## Special Job Requirements

- May be required to work outside of standard business hours or across campuses.

## Roles and Responsibilities in relation to Workplace Health and Safety and Equity, Diversity and Inclusion in the Workplace

The University of Wollongong is committed to providing a safe, inclusive, and equitable workplace for its workers, students and visitors. All members of the University community have a collective and individual responsibility to work safely, be engaged in activities to help prevent injuries and illness and create an equitable and inclusive environment.

In addition to the major accountabilities/responsibilities required for your position, you also hold the following roles and responsibilities in relation to Workplace Health and Safety:

### ALL STAFF

- Take reasonable care for your health and safety as well as others.



- Comply with any reasonable instruction by the University.
- Cooperate with any reasonable policies and procedures of the University including reporting of hazards or incidents via the University reporting process.
- Certain staff have specific responsibilities for Work Health and Safety (WHS), further information is available in the [WHS Framework](#).
- Work in an inclusive environment, treating all colleagues, students and visitors with respect

## Inherent Requirements

This position description outlines the major accountabilities/responsibilities and the selection criteria against which you will be assessed as suitable for the position. As such there will be specific job requirements that we refer to as Inherent Requirements.

Inherent Requirements refer to your ability to:

- Perform the essential duties and functional requirements of the job;
- Meet the productivity and quality requirements of the position;
- Work effectively in the team or other relevant work organisation; and
- Do the job without undue risk to your own or others health, safety and wellbeing at work.

If you have any injuries, illness, disorder, impairment, condition, disability or incapacity that may affect your ability to perform the inherent requirements of the position, we encourage you to discuss this with the University to assist in the process of identifying reasonable adjustments to enable you to perform the duties of the position. The University wants to place you in the best situation to use your skills effectively in the position you are applying for at the University.

## Position Description Status

This table contains information about the status and approval of this document

|                                                                                                                                 |             |
|---------------------------------------------------------------------------------------------------------------------------------|-------------|
| <b>Date created</b>                                                                                                             | 7 July 2026 |
| <b>Date reviewed by supervisor in consultation with the employee i.e. at least every three (3) years, or sooner if required</b> |             |
| <b>Date reviewed by P&amp;C (if applicable)</b>                                                                                 |             |
| <b>Date reviewed by CP&amp;CO (if applicable)</b>                                                                               |             |
| <b>Date of next review</b>                                                                                                      |             |

