Position Description

PROFESSIONAL SERVICES

UNIVERSITY OF WOLLONGONG AUSTRALIA

Position Title	Senior Manager, International Recruitment Marketing & Operations
Classification/Level under the Enterprise Agreement (if applicable)	8/9
Management Level	Senior Management / Principal Specialist
Faculty/Portfolio	Deputy Vice-Chancellor (Growth & Global)
School/Division	International Student Recruitment Division
Main Location(s)	Wollongong campus
Delegations (if applicable)	This position may carry delegations in accordance with the UOW Delegations of Authority as amended from time to time.

Primary Purpose of the Position

The Senior Manager International Recruitment Marketing and Performance leads the operational functions that support the University's international student recruitment performance, including digital marketing and lead acquisition, prospective student conversion services, education agent management and governance, market intelligence, and recruitment performance reporting.

The position is responsible for developing, coordinating and continuously improving the operational frameworks, systems, processes and services that support the end-to-end prospective student journey across international markets. Working collaboratively with regional recruitment teams, Admissions, Brand and Marketing, Faculties, Compliance and other University stakeholders, the role ensures recruitment activity is supported by effective conversion services, evidence-based insights, robust agent management practices and targeted digital engagement strategies.

The role oversees the delivery and continuous improvement of recruitment operations, ensuring that prospective students, education agents and recruitment partners experience a coordinated, responsive and high-quality service from initial enquiry through to enrolment. It leads the development of reporting and performance frameworks that provide actionable insights into recruitment outcomes, conversion performance, market trends and agent effectiveness, supporting planning, resource allocation and decision-making across the International Student Recruitment portfolio.

The position is also responsible for maintaining effective governance and oversight of the University's international education agent network, supporting compliance with relevant regulatory requirements and institutional policies. Through leadership of specialist teams and collaboration across the University, the role drives operational excellence, continuous improvement and service innovation, ensuring recruitment operations remain scalable, efficient and aligned to the University's international student growth objectives.

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 our communities.

The position operates within the International Student Recruitment Division in the Deputy Vice-Chancellor (Growth & Global) portfolio and works across international recruitment, admissions, marketing, student systems, faculties and central professional service functions.

Major Accountabilities/Responsibilities

International Recruitment Operations and Conversion

- Lead the development, implementation and continuous improvement of the University's international student acquisition and conversion framework, ensuring a coordinated and effective approach to prospective student engagement from enquiry through to enrolment.
- Oversee communication strategies, acquisition campaigns, conversion services, operational processes, service standards and enabling technologies that support recruitment objectives and enhance the prospective student experience.
- Work collaboratively with International Student Recruitment, Admissions and other stakeholders to identify conversion priorities, improve operational effectiveness and achieve recruitment targets.

International Recruitment Marketing and Digital Acquisition

- Lead international recruitment marketing operations, including prospective student communications, digital lead acquisition and nurture activities.
- Partner with Brand and Marketing, Enterprise Data and other stakeholders to translate recruitment priorities into targeted, data-informed and measurable marketing and communication initiatives.
- Monitor and evaluate the effectiveness of marketing, acquisition and nurture activities and drive continuous improvement in engagement, conversion and return on investment.

Education Agent Management and Governance

- Lead the University's education agent management framework, including agent onboarding, engagement, performance monitoring, review processes and ongoing relationship management.
- Ensure agent management activities are supported by appropriate governance, systems, reporting and controls and are compliant with University policies, contractual obligations and relevant regulatory requirements.
- Provide oversight of agent performance, market contribution, compliance and institutional risk, and recommend actions to strengthen recruitment outcomes and partner effectiveness.

Reporting, Market Intelligence and Performance Improvement

- Lead the development and delivery of recruitment reporting, market intelligence and performance frameworks that support operational planning and decision-making.
- Monitor and analyse recruitment performance across markets, channels and stages of the recruitment pipeline, identifying trends, opportunities, risks and areas for improvement.
- Provide insights and recommendations to support recruitment strategy, resource allocation, business planning and continuous improvement initiatives.

Leadership and Operational Management

- Provide leadership and direction to teams responsible for digital engagement, conversion services, recruitment marketing operations, agent management and reporting functions.
- Establish team priorities, performance expectations and service standards, fostering a culture of accountability, collaboration, innovation and continuous improvement.
- Manage allocated budgets, resources, contracts and operational priorities and contribute to divisional planning, risk management, governance and quality assurance activities.
- Build and maintain effective relationships with internal and external stakeholders to support the achievement of International Student Recruitment objectives.
- Undertake other duties commensurate with the classification and responsibilities of the position.

Business Planning and Quality Assurance

- Contribute to business planning, quality assurance and continuous improvement initiatives.
- Undertake other duties and projects as directed, commensurate with the level and training of the position.
- 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 the University's commitment to Equity, Diversity and Inclusion.
- Provide line management and supervision, and communicate and consult with staff on workplace matters.
- Fulfil WHS responsibilities, accountabilities and authorities as outlined in the WHS Framework.

Reporting Relationships and Other Key Contacts

Position reports to	Director, International Student Recruitment
Positions supervised by this position	International Marketing and Acquisition Manager International Conversion and Engagement Manager Agent Management Officer
Other key contacts and stakeholders	International recruitment leadership and regional teams; onshore and offshore conversion teams; brand and marketing; admissions and applicant management teams; faculties and academic units; student systems and IT; legal, governance, compliance, procurement and finance; education agents; sponsors; vendors and external recruitment partners.

Selection Criteria

Essential

- A relevant degree qualification and substantial experience in international student recruitment, marketing, business operations, customer engagement or a related field; or an equivalent combination of education, training and experience.
- Demonstrated knowledge of international student recruitment and the prospective student lifecycle, including experience leading or supporting recruitment operations, conversion activities, stakeholder engagement and customer journey improvement.
- Demonstrated experience leading the review, implementation and continuous improvement of operational frameworks, systems, processes and service delivery models in a complex environment.
- Strong understanding of contemporary recruitment, marketing and customer engagement technologies, including CRM platforms, marketing automation, digital lead generation, reporting systems and business process integration.
- Demonstrated experience managing external partners or third-party providers, including performance management, contract administration, governance, compliance and risk management.
- Highly developed analytical and problem-solving skills, including the ability to interpret complex data, develop performance measures and reporting frameworks, and translate insights into practical recommendations and business improvements.
- Demonstrated experience leading the delivery of customer-focused communications, marketing operations, digital engagement initiatives or related business functions, with an understanding of brand, regulatory and cultural considerations.
- Highly developed leadership, stakeholder engagement and communication skills, with the ability to lead teams, manage resources, influence outcomes and foster collaboration across a complex organisational environment.

Desirable

- Experience within Australian higher education, international education or a comparable student recruitment environment.
- Knowledge of the regulatory and compliance environment relevant to Australian international education, including education agent governance and management.
- Experience supporting CRM, marketing automation, business intelligence, digital transformation or systems improvement projects.
- Experience working across international markets and with geographically dispersed teams, stakeholders or partners.

Special Job Requirements

- May be required to work outside standard business hours to support international recruitment activity across multiple time zones.
- Interstate and international travel may be required.
- Restriction on leave during peak recruitment and enrolment periods may apply.

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 and responsibilities required for this position, the position holds 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 hazards or incidents via the University reporting process.
- Undertake any specific WHS responsibilities assigned to the position under University policy and the WHS Framework.
- Work in an inclusive environment, treating all colleagues, students and visitors with respect.

Additional responsibilities for staff with supervisory responsibilities

- Uphold principles of equity, diversity and inclusion and foster a respectful workplace culture with the team.

- Ensure work areas, equipment and practices comply with applicable legislation, standards, codes of practice and University guidelines.
- Ensure risk management activities are undertaken to minimise WHS risk, including hazard and incident reporting, risk assessment and safe work procedures.
- Provide the instruction, information, induction, training and supervision necessary to enable work to be carried out safely.
- Ensure WHS activities and requirements are implemented for the area as outlined in the WHS Framework.

Inherent Requirements

This position description outlines the major accountabilities and responsibilities and the selection criteria against which applicants will be assessed. There will be specific job requirements referred to as Inherent Requirements.

- Inherent Requirements refer to the 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 an applicant has an injury, illness, disorder, impairment, condition, disability or incapacity that may affect their ability to perform the inherent requirements of the position, the University encourages discussion to identify reasonable adjustments that may enable the duties of the position to be performed.

Position Description Status

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

Date created	September 2026
Date reviewed by supervisor in consultation with the employee i.e. at least every three (3) years, or sooner if required	
Date reviewed by P&C (if applicable)	
Date reviewed by CP&CO (if applicable)	
Date of next review	