

Australia India Institute Private Limited



Recruitment and Conversion Officer (India)

EMPLOYMENT TYPE	Full time (contract based), fixed-term for 2 years with the possibility of an extension
SALARY	An appropriate salary will be negotiated
WORKING HOURS	Full-time (1 FTE)
LOCATION	Delhi, India
HOW TO APPLY	Via recruitment agency submit your interest by emailing your cover letter and CV to hrsupport@corporateassociates.co.in
CONTACT FOR ENQUIRIES ONLY	Vandita Bhargava vandita.bhargava@unimelb.edu.au

THIS POSITION IS BASED IN INDIA

The successful applicant will be employed by the Australia India Institute Private Limited. The successful applicant will be required to sign a Code of Conduct acknowledging, among other things, that they do not have any conflict of interest.

THE UNIVERSITY OF MELBOURNE

Established in 1853, the University of Melbourne is a leading international university with a tradition of excellence in teaching and research. More than a third of the University's students are international students and its staff has networks across the world. The main campus in the heart of Melbourne is recognised as the hub of Australia's premier knowledge precinct. The University includes ten academic divisions, eight hospitals, many leading research institutes, and a wide- range of knowledge-based industries. Currently ranked as the top university in Australia, the University of Melbourne is at the forefront of higher education in the Asia-Pacific region and the world.

STUDENT AND SCHOLARLY SERVICES

Student and Scholarly Services, sitting within the Chief Operating Officer (COO) Portfolio, provides student administration and services from recruitment and point of enquiry to graduation. The team also delivers wellbeing and scholarly services to students and staff.

OFFSHORE OFFICES

Advancing Melbourne's Global pillar commits the University to lead, convene and collaborate through strategic partnerships on a global scale.

An integral component of the University of Melbourne's International strategy has been the development of offshore offices in countries from which the University draws large numbers of international students. Currently the University has offices in China (Beijing and Shanghai), India, Singapore, Malaysia (Kuala Lumpur), North America, Indonesia (Jakarta) and Vietnam. The offshore office staff are primarily focused on delivering student recruitment plans and collaborate closely with the University's Student Recruitment team within Student and Scholarly Services.

The University's offshore offices provide high order representation and engagement for the University in their geographical areas of responsibility. They support the University's marketing, student recruitment and admissions functions by disseminating information, co-ordinating communication activities and providing support to the University's education representatives; they also support linkages and academic relationships with research, industry, and business institutions; they support alumni relationships, and they provide on the ground assistance to visiting University staff.

ABOUT THE ROLE

Position

The Recruitment and Conversion Officer (India) is responsible for contributing to the delivery and success of the University's Market Action Plan for India and South Asia. Partnering with internal and external stakeholders, the University's India-based team manages enquiries from and provides outstanding customer service to prospective students and their influencers. This includes, but is not limited to, support of the University's authorised education agents and schools' network and supporting the University's relationships across India with University of Melbourne's alumni, institutional partners and relevant government organisations.

Reporting to the Senior Country Officer (India), the Recruitment and Conversion Officer (India) will work in a dynamic team to deliver activities focused on student conversion support students

to apply to the University, accept their offer to study and enrol. This will include reviewing progress against key performance metrics to meet University's load targets for India.

To succeed, the incumbent will have excellent communication and customer service skills, strong ability to analyse and report market trends to help design conversion activities and support applicants to navigate processes, whilst also promoting a range of University student services to future and commencing students.

The position is based in India and the successful candidate will be engaged through a subsidiary of the University of Melbourne (Australia India Institute Private Limited). The position is embedded in the University's team in country and reports directly to the Senior Country Officer (India). You'll work with staff based across India, as well as remotely with colleagues based in Melbourne and those based in offshore offices globally. You'll be proactive and have a strong sense of initiative, with the ability to work autonomously and with a remote team.

Reporting line: Senior Country Officer (India)

Core Responsibilities

- Under the guidance of the Senior Country Officer (India), plan and deliver conversion activities from enquiry to offer, offer to acceptance and enrolment and onboarding at the University.
- Regularly assess the application and offer and offer to acceptance pipeline to ensure timely information is provided to authorised education agents, regarding applications and offers, for higher conversion.
- Regular follow-ups with individual authorised education agent offices on the status of their applications, including providing details on incomplete applications with a focus on submission.
- Work closely with the Admissions and Compliance teams and flag any issues in a timely manner.
- Provide personalised advice to undergraduate and graduate applicants on the admission and acceptance process.
- Capture and nurture applicant enquiries through Salesforce (OneCRM) case management.
- Where needed, conduct pre-assessment of prospective students' eligibility for entry, liaising with Divisional Groups and Admissions, and supporting Compliance processes for applicants.
- Undertake project work and contribute to a range of events and student recruitment activities as required including supporting, facilitating and coordinating presentations, webinars and assisting with in-country events.
- Establish and maintain close relationships with colleagues in Recruitment, Admissions, Student and Scholarly Services (SASS), and Divisional Groups to ensure seamless coordination of the prospective student experience.
- Actively identify and implement process and service improvements and ensure currency of information, knowledge resources and Salesforce OneCRM templates.
- Call, email or meet with prospective students and their families face-to-face via scheduled and drop-in appointments, and maintain excellent, accurate and timely customer service

throughout, and escalate key matters as needed.

Selection Criteria

Education/qualifications

- A relevant tertiary qualification, or an equivalent combination of relevant experience and education/training.

Knowledge and skills

- An understanding of the Australian education system and visa policy and process, including the Genuine Student (GS) Requirement.
- Sound computer literacy skills and mandatory skills in working with CRMs (e.g. Salesforce) and similar platforms, with ability to extract information from sources.
- Demonstrated commitment to providing high quality customer service and ability to manage pressure in a fast-paced, front-line customer service environment
- High proficiency in English with strong written and spoken communication skills, and demonstrated experience in effectively managing student and parent conversations via phone, email and in-person.
- Excellent administration skills with a high level of attention to detail and accuracy as it relates to word-processing, spreadsheet, and data management skills-
- Experience working within a clear set of protocols and guidelines.
- Ability to apply sound judgement, be sensitive to individual circumstances, and maintain a high level of confidentiality.
- Ability to work collegially in a team environment, share information and provide feedback on opportunities for service improvement, with a commitment to building relationships with internal stakeholders and the wider University community.

Desirable

- Previous experience in student recruitment or marketing within a tertiary education context.
- Study and/or work experience in Australian Higher Education.

Other job-related information

- The role may be required to undertake travel nationally within India and internationally, including to other South Asia regions.
- The role may be required to travel to Melbourne, Australia for training purposes.