

Position Title: Engagement & Recruitment Coordinator	Business Unit: Marketing & Recruitment
Reports To: Schools & Community Engagement Manager	Direct Reports: None (coordinates student ambassadors and casual staff as required)
Employment Type: Full time	Classification: General Staff Level 3 - Education Services (Post Secondary Education) Award 2020
Budget responsible for: N/A	Location: Wellington Street Campus

#### Purpose of the Role

The Engagement & Recruitment Coordinator is responsible for driving awareness, interest and enrolments from the Year 12 market through targeted schools, TIS and community engagement, supported by structured follow-up and conversion activity.

Reporting to the Schools & Community Engagement Manager, the role coordinates Collarts' presence at senior secondary expos, TIS programs, school visits and related community events, ensuring the brand is represented professionally and consistently. It builds and maintains relationships with careers practitioners, teachers and key influencers, and translates event activity into qualified enquiries, applications and ultimately enrolled students.

The Coordinator works closely with the Recruitment and Marketing teams to plan and deliver Year 12-focused engagement activities, manage Student Ambassadors for these events, and support VTAC/UAC and direct applicant pipelines with timely, accurate information and proactive follow up. The role is critical to growing Collarts' profile with school leavers and converting interest into enrolments in a competitive creative education market.

#### Strategic Goals the role contributes to the success of achieving

**We will be the employer of choice**, particularly for creative industry academics, attracting, retaining and developing top talent in our fields. We will have the best mentors, teachers, guides and coaches championing students for a lifetime of success.

**We will better prepare students for study** with foundation courses that build capacity, capability and confidence. Our student support will be world-class, adapting to the needs of our diverse cohorts. We will partner with students to codesign an outstanding student experience.

**We will launch an alumni program** that connects our graduates, providing a launchpad that accelerates careers. We will help our graduates thrive in the world and stay skilled ahead of rapid industry transformations.

#### Key Accountabilities

The following accountabilities are not exhaustive, and others may be included as directed from time-to-time.

##### Schools & Community Engagement

- Develop and maintain a territory/portfolio plan for key schools and community partners, segmenting and prioritising targets in line with Collarts' recruitment strategy.
- Build and manage relationships with principals, careers practitioners, VCE/VCAL teachers and community organisations to drive awareness,

leads and applications from the Year 12 market.

- Represent Collarts at school career expos, tertiary information service (TIS) events and relevant community events, delivering engaging presentations and information sessions about creative careers, pathways and Collarts courses.
- Coordinate on-campus visits for Year 12 and senior secondary groups (tours, taster sessions, immersion activities), including bookings, room and equipment setup, run sheets and follow up.
- Develop and coordinate high school engagement activities such as High School Competitions & School Holiday Workshops
- Work with the Marketing team to brief and implement communications to support these activities (eDMs, social posts, web updates) and ensure consistent messaging across channels.
- Provide feedback and insights from schools, TIS and community events to inform course information, collateral and engagement strategy for the Year 12 market.
- Work with the Schools & Community Engagement Manager to assist with coordination and attend Career Practitioner Seminar & VTAC Drop in Hubs sessions

#### **Events, Student Ambassadors & Logistics**

- Coordinate the calendar of Year 12–focused engagement and recruitment events (high school expos, TIS events, school visits and related community events), including staffing, scheduling and logistics.
- Lead the coordination of Student Ambassadors for these activities, including recruitment, onboarding, collecting availability, rostering, briefing and following up timesheets/invoices.
- Prepare run sheets and briefing documents for events, ensuring staff and Student Ambassadors understand roles, timings and key messages.
- Manage event logistics including bump-in/bump-out, supplier liaison, collateral, signage and room/space preparation to ensure a high-quality experience.
- Support evaluation of events (attendance, leads generated, feedback) and identify opportunities for improvement in targeting and conversion of Year 12 prospects.
- Support the Schools & Community Engagement Manager to assist with coordination of Open Day and other recruitment related events such as Course and Career Expos.

#### **Recruitment & Conversion Support**

- Support enrolment targets by conducting targeted outbound contact with Year 12 prospects and applicants (phone, email, SMS), including follow up from expos, TIS and school events.
- Assist in managing VTAC/TAC and direct applicant pipelines for Year 12 students, including preference management, follow-up after events, and guiding applicants through to enrolment.
- Provide accurate and timely information about creative courses, entry requirements, fees, FEE-HELP and key dates to Year 12 students, parents and school influencers.
- Support other areas of the MER team from time to time when required, which may include Marketing, International and the CSMO

## Selection competencies

### Essential Competencies

- Relevant experience, training or study in marketing, recruitment, events, education, customer service or a related area, or demonstrated ability to learn quickly in a similar role.
- Some experience or exposure to student-facing, customer-facing or community engagement environments (e.g. events, education, hospitality, sales, administration or outreach roles).
- Confidence to communicate clearly and professionally with students, parents and external stakeholders, including the ability to deliver basic presentations or information sessions with support and training.
- Well-developed interpersonal skills with the ability to build positive working relationships with schools, community partners, colleagues and students.
- Demonstrated organisational skills, including the ability to coordinate tasks, follow schedules, meet deadlines and manage competing priorities.
- Experience handling enquiries via phone, email or in person, with an ability to provide accurate information and follow up appropriately.
- Ability to explain information clearly and guide prospective students through next steps, escalating complex queries when required.
- Competence using standard office systems (Microsoft Office or Mac equivalent) and willingness to learn internal systems and databases.
- Basic experience or familiarity with using databases, CRMs or spreadsheets to record information, track activity and support reporting (training provided).
- Reliable, proactive and able to work with guidance while gradually building independence.
- Strong attention to detail, particularly in event preparation, data entry and follow-up communications.
- Willingness to work occasional evenings and weekends during peak recruitment and event periods.
- Ability to travel interstate as required
- Ability to lift and handle boxes weighing approximately 10kg
- Ability to obtain and successfully hold a current and valid Working with Children Check.

### Desirable competencies

- Exposure to education, training or youth-focused environments, including secondary or post-secondary settings.
- Awareness of tertiary admissions pathways (e.g. VTAC/UAC) or interest in learning these processes.
- Experience supporting events, expos, open days or community activities in a coordination or assistant capacity.
- Experience assisting with rostering, briefing or coordinating casual staff, student ambassadors or volunteers.
- Familiarity with email tools, booking systems, registration platforms or basic reporting tools.
- Interest in or basic knowledge of creative industries (music, design, screen, fashion, entertainment) and student pathways into these fields.

### Our Collarts Values

All employees are required to conduct themselves in accordance with the Code of Conduct and associated Human Resources policies and uphold Collarts core values of:

**CURIOSITY** Play, have fun, try new things, experiment, adapt and learn. Accept ambiguity and uncertainty. Embrace nuance and complexity. Ask

questions and be open minded.

**KINDNESS** Get to know people, be gentle and respectful. Ask for help and help others. Be generous, humble and compassionate. Make kindness the currency of authentic relationships.

**CONNECTION** Share information freely, listen deeply and be honest. Invite people in. Build trust. Find collaborators who yearn for the same things. Have faith in the power of the team.

**COURAGE** Take risks. Be ambitious and determined. Find your voice: speak up and be vulnerable. Persevere. Practise progress over perfection. Make failure a step towards success.

**MASTERY** Immerse in the creative process. Find your thing: show grit in the face of struggle. Hone your craft and artistry. Challenge yourself in the relentless pursuit of excellence.