

Position Title: Senior Future Student Advisor	Business Unit: Marketing, Engagement & Recruitment
Reports To: Recruitment Manager	Direct Reports: No
Employment Type: Full Time	Classification: Level 4 - Education Services (Post Secondary Education) Award 2020
Budget: N/A	Location: Wellington Street Campus
Purpose of the Role	
<p>The Senior Future Student Advisor is responsible for driving student acquisition by employing the appropriate sales methodology (connect, ask, recommend, end) during consultation process to ensure that prospective students are matched with the most suitable courses for their career aspirations and personal interests. This role requires a continuous focus on meeting enrolment targets while maintaining high standards of customer service and contributing to the overall performance and success of the recruitment team.</p> <p>The Advisor will engage directly with prospective students, utilising a consultative approach to guide them through the enrolment process and ensure they understand the value and outcomes of Collarts' offerings. Additionally, the Advisor will collaborate with academics, Student Support and other campus teams to deliver a seamless and supportive experience from initial enquiry through to the census.</p> <p>In this role there may be occasional times when working outside of normal hours is necessary to coordinate events, meet project deadlines or operational needs.</p>	
Strategic Goals the role contributes to the success of achieving:	
<p>We will launch Collarts Online, a new offering of selected programs to an online audience. We will provide high-quality, interactive, asynchronous content, designed to be delivered flexibly around work and life commitments. We will create an engaging online creative community.</p> <p>We will partner with the National Institute of Circus Arts, accrediting their VET and HE courses that deliver outstanding, global careers for the world's best circus artists. We will create value through collaboration, adding student placements, pathways and programs.</p> <p>We will be a trusted voice on new technologies, producing up-to-the-minute education as solutions emerge. We will ensure students and graduates stay skilled for new roles and provide employers with know-how on emerging technologies for sustainable futures.</p> <p>We will look for opportunities to enter new interstate markets where barriers to entry are low. We will explore options for secondary site locations in Australia's major cities, for a select group of low-infrastructure Collarts courses. We will boost awareness and reputation with an increasingly national profile.</p> <p>We will be relentless in our pursuit of seamless, efficient ways of working, leaving creativity for the classroom. Our operations roadmap and financial plan will focus on taking the effort out of administration and delivering improved, sustainable margins.</p> <p>We will launch new postgraduate courses that deepen our mastery and provide elevated employment outcomes for graduates. Partnering with industry, we will produce tomorrow's leaders, able to positively contribute to their professions and secure brighter futures.</p>	

Key Outcomes

Enrolment Numbers: Consistently meet individual and team enrolment targets, contributing to the overall growth of Collarts' domestic student base.

Conversion Rates: Achieve and maintain high conversion rates by effectively engaging and qualifying prospective students.

Student Experience: Deliver an exceptional and memorable experience to prospective students throughout the recruitment process from initial enquiry through to census, as evidenced by positive feedback and retention.

Pipeline Management: Maintain an organised and effective recruitment pipeline, ensuring timely follow-ups and strategic use of the CRM system to optimise recruitment efforts.

Activity and Speed to Outreach: Demonstrate a high level of proactive outreach to prospective students, ensuring swift response times and engagement to maintain interest and momentum in the recruitment process.

Key Accountabilities

- **Achieve Enrolment Targets:** Consistently meet designated enrolment targets through proactive pipeline management and effective communication strategies.
- **Consultative Sales Approach:** Adopting appropriate sales methodology (connect, ask, recommend, end) during consultation process to assess student needs, provide tailored course recommendations, and ensure alignment with admission criteria.
- **Pipeline Management:** Utilise the CRM system to efficiently manage the recruitment pipeline, ensuring all data is accurate, follow-ups are timely, and communication strategies are well-executed to maximise conversion rates and retention.
- **Student Recruitment and Engagement:** Actively engage with prospective students across multiple communication channels (phone, email, text, online, and face-to-face) to guide them from enquiry through to census, providing tailored support and information throughout their decision-making process. Manage the end-to-end application process, including organising and conducting auditions, interviews, campus tours, and information sessions as required.
- **Student Experience:** Create a positive and memorable experience for prospective students by providing exceptional customer service, tailored course information, and personalised support throughout the recruitment process.
- **Data Management:** Maintain accurate and up-to-date records in the CRM system, ensuring all data is recorded in a timely manner. Generate reports and use Dashboards to track performance against targets and identify areas for improvement.
- **Event Participation and Community Engagement:** Represent Collarts at recruitment events (e.g., Open Days, Course and Career Expos, Orientation) to engage with prospective students, provide information, and drive conversions by fostering relationships and promoting the Collarts experience.
- **Collaboration with Internal Teams:** Work closely with Student Services, academic staff, and other internal teams to ensure a seamless student experience.
- **Continuous Improvement and Process Innovation:** Contribute to enhancing recruitment strategies and processes by implementing best practices that improve conversion rates, operational efficiency, and overall student experience.
- **Product Knowledge and Training:** Attend trainings and meetings regularly to stay informed about the latest product information and recruitment strategies. Ensure accurate and current information is provided to prospective students, contributing to effective recruitment and meeting targets.
- **Agility and Adaptability:** Demonstrate flexibility in adapting to changes in recruitment processes and business goals. Quickly adjust strategies and approaches to meet evolving requirements and improve recruitment outcomes, ensuring alignment with the organisation's objectives and maintaining efficiency.

Selection competencies

Essential competencies

Proven experience in a sales role, preferably in the education, call center or similar high-pressure environment.

Demonstrated ability to meet individual and team Key Performance Indicators (KPI's) (Such as conversion, speed to outreach, process adherence, attrition as KPI examples) and targets in a fast-paced, target-driven environment.

Strong interpersonal skills with a commitment to delivering exceptional customer service and building positive relationships with prospective students.

Excellent communication skills, both written and verbal, with the ability to effectively present information and build rapport.

Demonstrates a positive contribution to Collarts' culture by aligning with its core values and fostering a collaborative work environment.

Ability to work autonomously and as part of a collaborative team in a dynamic environment.

Ability to demonstrate compliance with TEQSA, Higher Education and other relevant standards and legislation.

Desirable competencies

Proven experience in using CRM systems (e.g. Salesforce) to manage data and drive recruitment outcomes.

High initiative and excellent problem-solving skills.

Ability to quickly understand and articulate new processes and technologies.

Possess High level of organisation, time management and multi-tasking skills.

Passionate interest in the creative arts industry.

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. As a member of the MER team, this role leads by example in embodying our 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.