



POSITION DESCRIPTION

POSITION:	Business Development Officer	STATUS: Full-time
REPORTS TO:	Business Manager	DATE: February 2019
CLASSIFICATION:	School Officer Level 4 or 5 (depending on qualifications and experience)	

Purpose of Position:

The Business Development Officer (BDO) is a highly motivated and enthusiastic professional who will oversee all aspects of student recruitment and enrolment. They are the initial face and welcome to the School, with a desire to proactively cultivate relationships with prospective families from initial enquiry through to enrolment and successful integration. The BDO will organise, co-ordinate and assist in School events, develop programs and publications aimed at enrolment attraction and retention. A personable approach will be backed by highly professional administrative skills, motivated by the desire to ensure processes and services are delivered to a very high standard.

Key Characteristics: These include the ability to:

- Ensure professional dress is maintained at all times
- Possess a professional and friendly disposition.
- communicate effectively with staff, students, parents and visitors in a way that upholds the dignity of the individual and contributes to the Mission of the College.
- demonstrate tolerance, maturity and patience, a capacity for tact and discretion when dealing with sensitive matters and an ability to maintain confidentiality.
- demonstrate a capacity for self-organisation and an ability to respond and adapt while operating in an environment, which is often demanding and busy.
- use Microsoft office products and other software with depth in some areas and the ability to learn to operate the designated administration system and other software as required

Supervision: Work will be carried out under general supervision and may be checked in relation to overall progress, broad guidance will be provided.

Supervision of Others:

Peer assistance may be provided to others
An employee may have limited responsibility for the guidance of the work of others
Team coordination may be required

Qualifications and Experience:

- Tertiary qualifications at Diploma level or equivalent qualifications relevant to the position may be required. The completion of a degree in marketing, communications or a related field, would be highly regarded.

- Previous experience gained from on the job training in the delivery of quality service to customers in a professional and timely manner.
- Highly developed computer literacy.
- Experience in TASS school administration package would be beneficial.
- A broad knowledge of the overall functioning of a school would be advantageous.

Typical Duties:

Typical duties performed may include, but are not limited to:

- practising confidentiality in relation to all aspects of the role.
- carrying out a wide range of administration duties at an advanced level, including word processing, using software relevant to the role and maintaining computerised records.
- responding to enquiries from staff, parents and the general public and addressing issues in accordance with routines, methods and procedures.
- maintaining established filing/records systems in accordance with routines, methods and procedures.
- within routines, methods and procedures actively contributing to effective and efficient operation of administration team functions, and cooperating with implementing changes to procedures in accordance with considered decisions of the Business Manager and/or College Leadership Team.

Specific Duties:

- Develop professional networks to cultivate new student enquiries.
- Assist the College Leadership Team with the development and maintenance of innovative and current enrolment strategies to cultivate new student enquiries for domestic and international students.
- Conduct interviews with prospective students and families, and proactively answer enrolment enquiries
- Maintain and enhance enrolment procedures, and provide efficient, informative and client responsive service to prospective families.
- Attend Regional Agricultural Show circuit and other specific events such as Ag-grow, Beef Week, ICPA conference etc to proactively promote the College.
- Arrange and conduct tours of the College Campus that are informative and positive experiences and that present the school in the best light for prospective students and families.
- Take responsibility for the organisation of school events, including but not limited to Discovery Day, Taste & Tour events, Parent Information Evenings, Orientation Days, Welcome Breakfast etc, in collaboration with other key staff as required.
- Collect and maintain required student and parent information for prospective and new students in The Alpha School System (TASS).
- Take responsibility for all documentation, computer processing through TASS and communication relating to the admission procedures of the School including enrolment enquiries, interviews and College tours, screening and offers for placement at the College, booking of uniform fittings, subject selection etc.
- Identify individual student needs upon enrolment and liaise with Director Operations and Analytics, DP Teaching/Learning and DP Pastoral/Spiritual as required
- Assist with the design and implementation of marketing materials, parent handbooks and other publications that increase the understanding of the school's educational programs and products.
- Develop and maintain all policies, procedures and programs to obtain and retain the CRICOS registration and to support the international student program.

- Updating of Prisms detail and payment of CRICOS registration and insurance fees.
- Prepare and provide statistical data and information to government departments (State and Federal Census, and the like) and assist with audit visits arising from the submission of data to government agencies.
- Oversee the scholarship process from advertising to interviewing and final selection and recommend the most appropriate students for Scholarship. Administer the internal scholarship program in conjunction with the Principal or her delegate.
- Maintain accurate data to fill enrolment quota, manage waiting lists and formulate projections on future enrolments.
- Allocate students to Sport Houses to ensure a balance in numbers of students in each House in partnership with the Heads of School.
- Develop and implement strategies to increase engagement with the School's alumni.
- Assist with the student identification (ID) card process for new students who enrol after photo day.
- Ensure effective communication occurs regarding this role with all sections of the school community and, in particular, liaise closely with Principal, Business Manager, Heads of School and other Administration staff regarding new arrivals and students withdrawing from the School.
- Coordinate and ensure all necessary forms and other documentation are completed in relation to the application, admission and withdrawal of Full Fee Paying Overseas Students (FFPOS) including short term exchange students.
- Attend St Ursula's College functions as appropriate to the role.
- Attend meetings as requested by the Principal or Business Manager
- Other duties which the Principal, Business Manager may delegate from time to time.

General Terms of Appointment

- Be supportive of the Catholic ethos of the school.
- Support the Strategic Plan and the School Improvement Plan.
- Take full responsibility for compliance with the Staff Code of Conduct.
- Take full responsibility for compliance with all school policies and procedures.
- Possess and maintain a current positive notice blue card for child related employment.
- Comply with all requirements of St Ursula's College Student Protection Policy and Procedures.

Given the dynamic environment in which the College operates, the Principal may alter the roles and responsibilities of this position at her discretion, in order to most effectively, serve the needs of the College.