

<b>Position Title</b>	Engagement Officer
<b>Portfolio</b>	Student Experience
<b>Division</b>	Student Administration
<b>Department/Cost Centre</b>	Student Administration - 05100
<b>Classification</b>	Specialist Staff Level 5
<b>Position Number/s</b>	102792
<b>Reporting to</b>	Manager - Student Administration
<b>Supervises</b>	Nil

## Who is South West TAFE?

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South West TAFE is an education hub with a difference. We bring innovative education and industry insider knowledge together to power talent for tomorrow.

To better meet the demands of the fast-paced world of 21st Century business, our courses are designed by industry and taught by professionals.

With over 150 courses on offer, we are well suited to provide quality hands-on training across the major business sectors. Plus, our teachers, training facilities, support services and direct links with industry are second to none. Our campuses are located in Warrnambool, Portland, Hamilton and Colac, with facilities and services set to expand as the region grows.

Our **Ambition** is to provide future focused education that creates a lifetime of opportunity and employability. Our **Purpose** is to deliver a modern and fresh approach to helping generations develop the skills they need for the futures they aspire to.

Our **Values** are:

- **Integrity & Impartiality** - We are transparent and ethical in all that we do, every day
- **Respect & Human Rights** - We demonstrate trust, understanding and embrace diversity
- **Leadership** - We will be forward thinking, collaborative and inspirational
- **Accountability** - We take ownership of our actions and deliver on our promises
- **Responsiveness** - We will deliver and respond with care.

## Division Overview

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The Student Administration team provides exceptional customer service to our clients, and is the first point of contact for information, advice and assistance on a range of SWTAFE and student administration processes. Information and advice are provided to prospective, present and past students on a broad range of matters from initial enquiry, applications, course admission and enrolment, fees and student finances, through to careers advice and graduation. The Student Administration team provides a friendly and welcoming environment to students, prospective students, the broader community, SWTAFE staff, and ensures services are delivered efficiently, accurately and in a timely manner.

## Position Overview (Your Opportunity)

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As one of the first points of contact with South West TAFE, the Engagement Officer fulfils an important public relations and customer service role. The Engagement Officer is responsible for managing students through the application to enrolment process. The Engagement Officer provides support to students through the process and engages with the students to assist with all pre-enrolment administration. They require high-level knowledge of the application to enrolment process at South West TAFE and have a high level of knowledge around all course requirements. Engagement Officer would also assist students who are awaiting classes to be opened. The Engagement Officer would actively contact students to provide an individual level of support through the application to the enrolment process and ensure a seamless student-focused initial onboarding experience for all students. They are responsible for best practice recommendations and implementation of any new processes or policies.

## Key Accountabilities

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All South West TAFE staff are required to act and work in the best interest of the organisation, as such every staff member has accountabilities to uphold for both their position and the wider organisation, These accountabilities include but are not limited to:

### *Your Position*

- Oversee accuracy, timeliness and compliance of the SWTAFE application process by:
  - Providing professional customer service to prospective students through offering high-quality, detailed advice and accurate information, both verbal and written.
  - Verifying that collected application information aligns with SWTAFE policies and government regulations
  - Providing personalised guidance and support to prospective students through the application process, and pro-actively continuing engagement with the student until their course commences
  - Collaborating with internal stakeholders including administration and teaching team members, management, and the student administration team to support the application process and to ensure applications progress in a timely manner
  - Ensuring efficient student progression through the application process by meeting key performance indicators
- Provide continuous, proactive support to prospective students through the application process to improve conversion of leads to enrolments
- Maintain detailed, expert knowledge on SWTAFE course requirements to accurately interpret and apply them to student applications
- Follow up on all course enquiries received through CRM systems and ensure accurate data entry within the CRM of any follow up undertaken
- Support and promote enrolments through participation in SWTAFE information sessions.
- Ability to work autonomously and as part of a high functioning team to ensure best customer service outcomes.
- Utilise strong analytical skills to identify, record and participate in ongoing quality improvement initiatives to enhance the application to enrolment processes at SWTAFE
- Guide and support the reception team in South West Central in their role of providing excellent customer service to students
- Ensure compliance by adhering to audit, quality, legislative, and policy/procedure requirements

### *Your Organisation*

- Recognise areas in which guidance and support is required from the Manager and seek appropriate assistance
- Keep up to date with relevant information and industry best practice
- Comply with internal policies and procedures including the Code of Conduct.
- Demonstrate the organisational values daily and proactively seeks to maintain a healthy and safe work environment
- Commit to access and equity principles in carrying out work functions
- Actively participate in the organisation's Achievement Development Program (ADP)

This position description describes in general terms the normal duties which the position is expected to undertake. However, the duties described may vary or be amended from time to time without changing the level of responsibility.

## Key Selection Criteria (Key to Success)

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Successful candidate will demonstrate the best combination of the following characteristics;

- Ability to acquire and convey program knowledge professionally and accurately to a diverse audience.
- Proficient in verbal and written communication, capable of effectively managing a range of stakeholders.
- Excellent administrative and organisational skills with meticulous attention to detail.

- Proficiency in CRM systems.
- Skilled in data entry and database administration, including problem diagnosis and resolution, data analysis, interpretation, and reporting through process changes and implementation.
- Proven ability to manage time effectively, meet deadlines, achieve goals, and prioritise tasks.
- Proven ability to work independently and drive change.
- Flexibility in a changing environment focusing on compliance and best practice.
- Capable of thinking broadly and achieving goals using an organised and methodical approach to work.
- Ability to interpret data and feedback to develop and contribute to the development of new policies, guidelines, and procedures.

## Qualifications and Requirements

### *Mandatory requirements*

- Diploma or equivalent qualification or a willingness to undertake plus relevant industry experience
- High level of digital and computer literacy
- Current Victorian Drivers Licence
- Employee Victorian Working with Children Check
- Satisfactory Police Check

### *Highly desirable requirements*

- Hold a qualification in Business or Office Administration or equivalent industry experience.
- Experience within the education industry is highly desirable
- Experience in a customer service environment

## Additional Information

- South West TAFE supports Equal Employment Opportunity and are committed to make diversity, equality and inclusion part of everything we do – from how we develop and deliver our courses, to how we build our diverse workforce. We actively encourage applicants from all backgrounds to apply
- South West TAFE is a child safe organisation focusing on the wellbeing and inclusion of children and young people
- Position, requirements, classification skill level required and conditions in accordance with South West Institute of TAFE (Specialist Staff) Enterprise Agreement 2021
- Statements included in this Position Description are intended to reflect in general the duties and responsibilities of this position and are not to be interpreted as being all inclusive
- SWTAFE may alter this Position Description if and when the need arises to best suit the operation requirements of the position
- Any member of SWTAFE may be required to work at any site dependent upon business needs

	Authority level	Name	Date
<b>Prepared by</b>	Recruiting/Hiring Manager	Andrew McBride	22/05/2024
<b>Approved by</b>	Department Executive Manager	Susan Pettigrew	04/06/2024
<b>P&amp;C review</b>	People & Culture	General Review	27/06/2024
<b>Agreed by</b>	Incumbent		