

Position Description – Customer Engagement Advisor

Position Statement

ANZSOG's Experience & Engagement (E & E) team is responsible for end-to-end participant attraction and recruitment, including all marketing & promotional campaigns and activities, along with managing ANZSOG's digital channels and platforms such as website, social media, paid advertising, SEO and email marketing. The E & E team are custodians of the ANZSOG brand and are also responsible for managing the Alumni program. E&E also manages the corporate and internal communications for the organisation.

The **Customer Engagement Advisor** is a critical point of contact for many of ANZSOG's prospective participants. This role requires an energetic and multi-skilled marketing and recruitment professional with strong written and verbal communication skills. The Customer Engagement Advisor will be engaging with a wide range of senior public servants, executives and agencies from across Australia and Aotearoa New Zealand strengthening relationships and positioning ANZSOG as the first choice for post experience study in Australia and Aotearoa New Zealand.

Working within a small team you will have the opportunity contribute to all facets of the recruitment and marketing process from engaging directly with prospective customers through to supporting marketing campaigns and delivering recruitment events.

Key Responsibilities

Marketing and recruitment:

- Engage prospective customers to participate in ANZSOG's range of executive and professional development programs
- Contribute to multi-channel marketing and recruitment campaigns focussing on participant recruitment outcomes
- Deliver and/or support recruitment focussed events
- Support a pipeline of high value prospective customers from enquiry through to application

Customer Support:

- Provide professional, relevant and timely advice to prospective customers, both B2B and B2C, to drive recruitment outcomes
- Triage prospective customer requests to ensure a high-quality customer experience
- Collaborate with student support and admissions teams to ensure a smooth transition for future participants

Data Management, Information and Analysis:

- Create, maintain and update records in ANZSOG's CRM
- Manage prospective customer/participant data
- Support regular reporting on key marketing and recruitment metrics
- Maintain a strong understanding of the challenges and opportunities facing the Australian and New Zealand Public Sectors and potential impacts on ANZSOG
- Maintain an understanding of competitor offerings and identify potential threats/opportunities for ANZSOG

Key Selection Criteria

- Tertiary qualification in Education, Social Sciences, Marketing, Business or a related field.
- Minimum 3 years relevant working experience or equivalent education and relevant working experience
- Demonstrated experience in student recruitment, stakeholder engagement or partnerships
- Demonstrated experience in marketing or communications
- Demonstrated experience using Salesforce CRM or similar
- Experience in organising events and/or project management.
- Familiarity with the public sector and an understanding of the unique challenges and opportunities in government education is a bonus.
- Experience working in a government, university, sales or education-based environment.
- Understanding of marketing & promotion campaigns and digital marketing tools and how this helps in driving recruitment
- Strong written and verbal communication skills
- Demonstrated skills and knowledge in using a wide range of professional technologies and the ability to rapidly upskill on new platforms
- Demonstrated experience in lead-generation at events, careers expos and other participant recruitment activities.

Capabilities required to be successful in this position

- **Attention to Detail:** Thorough and meticulous in maintaining accurate records and ensuring data integrity.
- **Customer Focus:** Demonstrated commitment to providing excellent service to customers, students and stakeholders.
- **Adaptability:** Ability to thrive in a fast-paced and changing environment.
- **Team Player:** Works well in a collaborative setting and contributes positively to team dynamics, working across all levels.