

TE WHAKAATURAKA MAHI / JOB DESCRIPTION

Position Title <i>Te tūraka mahi</i> : Recruitment Lead - CapableNZ	Area <i>Te Tari</i> : CapableNZ
Reports to (title) <i>Ka whakaratatia e</i> : Head of School - CapableNZ	SP10 placement : C Band

Primary purpose *Te take matua*

The Recruitment Lead is responsible for leading learner engagement and recruitment activities that support the sustainable growth of CapableNZ. Through a relationship-based and learner-centred approach, the role manages prospective learners from initial enquiry through to enrolment, providing timely guidance, personalised support, and a seamless onboarding experience.

Working collaboratively across CapableNZ and Otago Polytechnic, the Recruitment Lead develops trusted relationships with prospective learners, supports learner readiness, maintains effective enquiry and CRM processes, and contributes to the continuous improvement of recruitment and conversion activities. The role also supports workforce development initiatives and organisational partnerships by helping connect individuals and organisations with flexible educational pathways that meet their aspirations and capability needs.

Success in this role is measured through the quality of the learner experience, enquiry conversion, pipeline management, learner satisfaction, and contribution to the sustainable growth and reputation of CapableNZ.

Key responsibilities/accountabilities *Ko ngā takohaka matua / ko kā kaweka matua*

In order of importance, state the major responsibilities / accountabilities of the position and what is achieved

Key responsibilities / accountabilities <i>Ko ngā takohaka matua / ko kā kaweka matua</i>	Outcome <i>Kā hua</i>
Learner Engagement and Relationship Management	- Build and maintain positive, professional, and trust-based relationships with prospective adult learners throughout the enquiry and onboarding process. - Provide personalised and responsive communication that supports learner confidence, engagement, and decision-making. - Act as a key point of contact for prospective learners, ensuring a high-quality and supportive experience aligned with the values and reputation of CapableNZ and Otago Polytechnic. - Undertake proactive follow-up with learners through phone, email, and CRM-based communication pathways.
Enquiry Management and Conversion Support	- Manage learner enquiries from initial contact through to enrolment and onboarding stages. - Support prospective learners to understand programme options, work-based learning pathways, and the CapableNZ model. - Utilise a consultative and relationship-based approach to support learner conversion and progression. - Monitor enquiry pipelines and ensure timely follow-up, responsiveness, and progression of learner applications.
CRM and Pipeline Management	- Maintain accurate, timely, and professional records within CRM systems and learner management platforms. - Track learner engagement activity, enquiry progression, communication history, and conversion outcomes.

	- Contribute to reporting, pipeline visibility, and lead tracking processes to support operational planning and decision-making. - Identify trends, bottlenecks, and opportunities for improved learner engagement and conversion activity.
Profiling and Learner Readiness Support	- Support learners through early-stage profiling and onboarding processes, ensuring clarity around expectations, timelines, and programme suitability. - Assist with coordinating profiling preparation and learner readiness activities in collaboration with facilitators and operational teams. - Ensure learners are appropriately informed, prepared, and supported prior to formal programme commencement.
Collaboration and Operational Coordination	- Work closely with facilitators, marketing, and operational teams to ensure alignment between learner demand, profiling activity, and delivery capability. - Contribute to continuous improvement of learner engagement processes, workflows, and communication practices. - Support coordination between recruitment activity and workforce planning to ensure sustainable and manageable learner growth.
Business Development and Relationship Support	- Contribute to relationship-building opportunities with employers, organisations, alumni, and referral networks. - Support workforce development and organisational partnership initiatives where appropriate. - Assist with promoting CapableNZ pathways through events, presentations, workshops, and targeted engagement activity.
Observe principles and practices of Equal Employment Opportunity and Diversity	Fair treatment in the workplace is delivered and observed
Fulfill Safety and Wellbeing responsibilities, accountabilities and authorities as outlined in Otago Polytechnic Safety and Wellbeing Policies	- Achievement of a healthy and safe work and learning environment - New and existing hazards will be pro-actively identified and managed - Incidents, accidents and occupational illnesses immediately reported - Safe work methods will be adhered to including the use of Personal Protective Equipment
Fulfil our individual and collective responsibilities, accountabilities and expectations as outlined in The Education (Pastoral Care of Tertiary and International Learners) Code of Practice 2021	- Uphold the responsibilities outlined in The Education (Pastoral Care of Tertiary and International Learners) Code of Practice, contributing to a safe, supportive environment that prioritises ākonga wellbeing and success. Participate in required training to confidently apply the Code within your role. - Integrate Te Tiriti o Waitangi principles and actively support equitable outcomes to create and support opportunities for ākonga voices to be heard, enabling responsive actions that meet ākonga needs and foster their achievement. - Awareness to attain OP as an inclusive environment for all cultures and languages.
Fulfill Information Management responsibilities, accountabilities and authorities as outlined in Otago Polytechnic Information Management Policy	- Create, maintain and store full and accurate records of activities, transactions, and decisions carried out in the course of daily business. - Records are to be disposed of only when legally authorised to do so, as per Disposal Authorities: DA424 and GDA 6 and 7 - Otago Polytechnic records are not to be created or maintained in any personal or private cloud storage services (e.g. DropBox)
Demonstrate organisation's values on a daily basis	- Alignment to organisation behaviours is adhered to ensuring consistency in approach and delivery of outcomes - Our values are consistently demonstrated.

Inherent Requirements:

Inherent requirements refer to your ability to:

- Perform the essential duties and functional requirements of the job
- Meet the productivity and quality requirements of the position
- Work effectively in the team or other type of work organisation concerned; and
- Do the job without undue risk to your own or others health, safety and welfare at work.

Key working relationships *Kā honoka mahi matua*

Key working relationships <i>Kā honoka mahi matua</i>	Nature and purpose of contact <i>Te āhua me te take o te honoka</i>
Head of School – CapableNZ	Formal leader. Work collaboratively to support the learner recruitment and engagement objectives of CapableNZ. Provide updates on learner pipelines, recruitment activity, conversion outcomes and operational issues. Seek direction and support on priorities, continuous improvement initiatives and operational matters.
CapableNZ Team	Work collaboratively with facilitators and colleagues to ensure prospective learners receive accurate information, timely communication and a seamless transition from enquiry through to programme commencement. Coordinate learner readiness, profiling activities and onboarding processes.
Other OP kaimahi	Build effective working relationships across Otago Polytechnic, particularly with Marketing, Student Success, Academic Registry, International and other academic teams, to support learner recruitment, enrolment, onboarding and positive learner experiences.
Prospective Learners and Organisations	Develop trusted relationships with prospective learners, providing personalised information, guidance and support throughout the enquiry, application, profiling and enrolment journey. Ensure learners feel informed, engaged and confident in their educational pathway.
Employers, Industry, Community, Iwi and External Stakeholders	Develop and maintain positive relationships that support learner referrals, workforce development opportunities and community engagement. Provide information on CapableNZ programmes and pathways and support engagement activities that contribute to sustainable learner growth.

Decision making authority *Kā rakatirataka whakatauka*

Decisions expected <i>Kā whakatauka tūmanako</i>	Recommendations expected <i>Kā taunaki tūmanako</i>
Prioritisation of work load and portfolio to bring about maximum organization benefit	Priorities determined
Approvals in accordance with the Delegations of Authority; sign off letter of appointment and variations as required.	Decisions and Expenses approved in line with budget and delegation in a timely and accurate manner. These are as per Otago Polytechnic policies as amended from time to time

Position dimensions *Kā āhuataka tūraka*

List the relevant financial and staffing dimensions for which this position is accountable.

- **Sales/revenue:** Nil
- **Number of employees reporting directly:** Nil
- **Budget:** Nil

Selection Criteria – Knowledge & Skills *Whakariteka Kōwhiritaka - kā mātauraka me kā pūkeka*

Essential:

- Demonstrated experience in learner recruitment, customer engagement, relationship management, or a similar client-facing role.
- Proven ability to build positive, professional relationships and provide exceptional customer service.
- Excellent written and verbal communication skills, with the ability to engage effectively with a diverse range of people.
- Strong organisational skills with the ability to manage multiple enquiries, priorities and competing deadlines.
- Experience in administrative processes including using CRM systems or other learner/customer management platforms to manage enquiries and maintain accurate records.
- Ability to work collaboratively within a multidisciplinary team and contribute to continuous improvement.
- Demonstrated commitment to Te Tiriti o Waitangi and culturally responsive practice.

Desirable:

- Knowledge of the tertiary education sector, adult learning, or workforce development.
- Understanding of work-based learning, recognition of prior learning (RPL), or flexible learning pathways.
- Experience supporting prospective learners through enquiry, enrolment, or onboarding processes.
- Experience interpreting enquiry or pipeline data to support recruitment and operational planning.

Selection Criteria – Education and Experience *Whakariteka Kōwhiritaka - kā kuraka me kā wheako*

Essential

- A relevant tertiary qualification or equivalent experience in education, business, customer service, communications, marketing, or a related field.

Desirable

- Experience working within a tertiary education, training, or learner support environment.
- Professional development or experience in customer relationship management, learner engagement, or recruitment.

Personal Attributes *Kā Āhuatanga Whaiaro*

- Learner-focused, with a genuine commitment to providing an outstanding learner experience.
- Relationship-focused, with the ability to quickly establish trust and rapport.
- Be an effective Te Tiriti o Waitangi partner by supporting the values and tikaka of mana whenua throughout your mahi
- Highly organised, proactive and able to manage competing priorities.
- Collaborative and supportive, with excellent interpersonal skills.
- Adaptable, resilient and comfortable working in a dynamic environment.
- Professional, approachable and committed to delivering high-quality service.

This position description outlines the key accountabilities/ responsibilities and the selection criteria against which you will be assessed as suitable for the position. As such there will be specific job requirements that we refer to as Inherent Requirements.