

# Student Recruitment Consultant - Front Facing – Kaitohutohu Matua, Tono Ākonga Kanohi ki te Kanohi

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## Kaupapa | Purpose

1. To provide prospective students support with developing their career and study aspirations through giving accurate and thorough information and study options at Wintec.
2. To provide professional support and assistance to new and current Wintec students by building and maintaining strong internal relationships.
3. To provide an efficient and customer focussed service in a timely manner to new and current students and internal customers.

**Reports to:** Student Recruitment Team Leader

**Team:** Wintec | Te Pūkenga

**Remuneration:** \$57,300 to \$75,200 per annum (IEA band 3)

**Date:** April 2025

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## Ngā mahi | Do

### Customer Service

#### Providing an exceptional customer experience to all Wintec's customers

- A consistently high level of customer service is delivered to our internal and external customers and this is reflected in Student Enrolment and Information Centre's (SEIC's) customer service satisfaction ratings
- All customer interactions through any communication channel meets the SEIC service standards

- The service to sales based sales culture is fully understood and adopted in relation to all customer interactions
- Relevant and up to date information on Wintec products and services are made available and are effectively presented to all potential students
- Individual customer needs are explored and understood in order to provide product solutions to career aspirations
- The service provided is tailored to the needs of each individual customer
- Strong relationships are developed with customers for the purpose of generating new and repeat sales and advocacy
- A customer enquiry is owned by an individual staff member who ensures the best outcome for both the customer and Wintec
- Key relationships and information channels are developed and maintained within Wintec to ensure individual staff have the knowledge to meet the needs of their customers

### **Product Knowledge**

#### **Maintaining a strong and up-to-date understanding of all Wintec's products and services**

- A strong and up-to-date understanding of all Wintec products and services is demonstrated and maintained in order to provide sound recommendations to customers
- A broad understanding of market career opportunities and career pathways is demonstrated and maintained
- Product knowledge training sessions are attendedA broad awareness of other Wintec areas and other external agencies e.g. Studylink is maintained in order to appropriately refer queries/requests

### **Relationship Management**

#### **Building and maintaining relationships with a portfolio of influencers and sales channels as well as internal Wintec**

- Records of all interactions with customers and lead opportunities are kept up-to-date in a central location and relevant Wintec staff are kept informed
- Recruitment support and product knowledge training advice is provided regularly to influencers, sales channels and contacts which increases engagement and advocacy
- Current Wintec sales material - including brochures, signage and branded

### **teams and groups**

- material – is made available and stock maintained to enable lead generation through identified channels
- New opportunities are identified and leveraged to reach and influence prospective students through existing and prospective sales channels

### **Recruitment/Sales Meeting and exceeding agreed EFTS targets and key performance indicators**

- Qualified leads across all channels are captured in CRM, or any other agreed application, for the purpose of ongoing sales activity and conversion
- Potential students are acquired through field based and frontline recruitment activities at events and expos off site and on campus which contribute to the achievement of EFTS
- Leads in CRM are proactively followed up and converted to meet and exceed EFTS targets
- Prospects and leads are generated across all channels including telephone, online and face to face to meet and exceed EFTS targets

### **Conversion of applications and leads The proactive follow up of enrolment enquiries and offers through a variety of channels**

- Actively looks for opportunities to increase "one stop shop" - enquiry to enrolment situations to help achieve overall EFT's targets
- Agreed outbound contact targets to increase the conversion rate from enquiry to application and application to enrolment conversion rate for each enrolment period is met
- The agreed conversion rate for returning students for each enrolment period is met
- Agreed timeframes to respond to sales enquiries through Zendesk, live chat, CRM and other communication channels are met

### **Forecasting and Reporting**

- Accurate records are kept of activities and outcomes as required by the Team Leader

## **Other Duties**

- Performs other duties as may be reasonably required from time to time and demonstrates a flexible approach to working hours including Saturdays

## **Health and safety management accountabilities are understood and applied. Individual and staff H&S outcome and objectives**

- Significant hazards in the area of responsibility are identified, documented and reviewed annually or as new hazards emerge
- Significant hazards are eliminated, isolated and/or risk minimized
- Staff in the area of responsibility are involved in the hazard management

## **Wintec culture**

- Observes Wintec's mission, strategies, priorities and values in all activities;
- Follows all Wintec and Te Pūkenga's policies and procedures and legislative obligations;
- Demonstrates an understanding and commitment to the principles of the Treaty of Waitangi and Equal Employment Opportunities (EEO);
- Demonstrates an understanding of and commitment to Wintec | Te Pūkenga mission, strategies, priorities and values;
- Promotes equity and diversity in the workplace; builds mutual trust; and treats kaimahi equitably, transparently, fairly and in a culturally appropriate manner;
- Undertakes continuous improvement and development of systems, procedures and service to ensure Wintec maintains and develops its position as a leading provider of vocational education and training.

## **Demonstrate commitment to:**

**Te Tiriti o Waitangi.** Through our developing understanding of our obligations and our connection with Te Tiriti o Waitangi as both individuals and as an organisation.

**Ākonga at the Centre.** Through prioritising the experience, wellbeing, and success of our ākonga in our decision-making process.

**Equity.** Through recognition, empowerment, and inclusion we can give greater acknowledgement of the unmet needs of Māori, Pacific and disabled ākonga and their whānau.

**Vocational Education and Training Excellence.** Through quality provision for all ākonga, meeting the regional needs of employers and communities.

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## Pūkenga | Have

### Education/training

- Relevant tertiary qualification at the national certificate level is essential, or equivalent experience.

### Experience

- 18 months customer service and/or sales experience within a frontline environment is desirable
- Experience in the use of a range of mediums including telephone email, call cycles, live chat, social media or networking to manage customer relationships
- An understanding of the tertiary sector would be useful

### Typical knowledge, skills and attributes

- Able to exercise judgement in problem solving.
- Ability to be innovative, to question the status quo and to adapt to changing circumstances.
- Ability to use initiative.
- Highly developed interpersonal and relationship skills.
- Demonstrated ability to work with colleagues to resolve issues and meet agreed outcomes.

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## Waiaro | Be

**Authentic and Inclusive:** Promote an environment of inclusion and authenticity, where all contributions are valued, . Be courageous to disrupt inequities for all, including Māori, Pacific and disabled peoples. Hold the conviction that meaningful partnerships with Māori/iwi will contribute to progress for all.

**Connected:** Integrate waiora-sustainable thinking into your everyday mahi, meeting the needs of the present, without compromising our ability to meet our needs for the future. Embrace the interconnectedness of environmental, social, economic and cultural wellbeing.

**Collective:** Seek progress over perfection, moving forward with aroha, empathy and persistence. Maintain a focus on results and delivery to build a sustainable, world class, vocational education and training network. Lean into transformation, challenge the status quo and choose courage over comfort to create better results for Wintec | Te Pūkenga, employers, ākongā and their whānau.

**Self-awareness:** Navigate yourself, and lead others through change with confidence, understanding how to create the conditions you and others need to thrive. Demonstrate humility, be reflective and self-aware, always seeking to grow personally and as a leader.

**Ako:** Hold lifelong learning as vital in connection, hauora, and continuous improvement both personally and professionally. No matter your role, recognise your mahi contributes to making a positive difference for our ākongā and their whānau, and their ability to create thriving communities. Recognise Te Tiriti o Waitangi as a powerful mechanism for taking positive action in Aotearoa, and a pathway to achieve equity for all.

**Mana tāngata:** Contribute to a connected, creative, compassionate workplace, where teams are committed to growth, learning and achieving our shared purpose. Create a safe environment for learning and development, in all you do, including Te Tiriti, equity, academic and professional excellence. Recognise kaimahi and whānau wellbeing are interconnected, when we support personal and professional growth we contribute to Te Oranga/participation in society.

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## Ngā Hononga Mahi | Working relationships

**Internal:** Academic Staff, Advisors/Consultants, Heads of School/Centre Directors, Team Managers/Team Leaders/Coordinators

**External:** Business/Industry/Community, Consultants, Students

**Resource delegations and responsibilities:**

**Financial:** Nil

**People:** Nil