

## IEAA Marketing & Recruitment Network Conversation Session

Convener -Michelle Hosemann – Channel Marketing & Communications Manager  
(International Partnerships) – Swinburne University

Deputy Convener - Marlena Mende – Marketing Manager, Faculty of Medicine, Nursing and  
Health Sciences – Monash University

Deputy Convener - Emma Donohue – Team Leader, Web Strategy – James Cook University

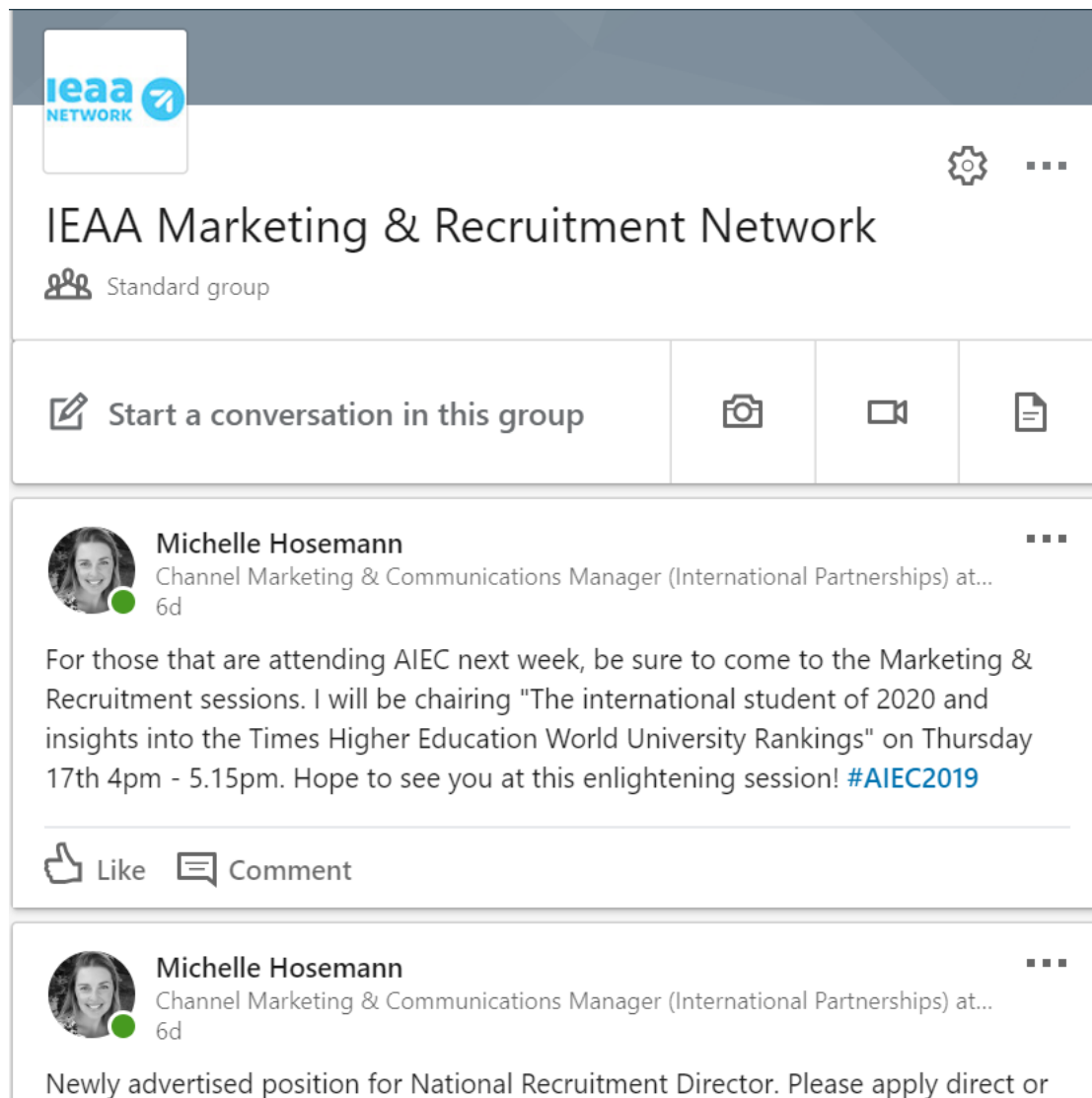


## What we do:

- Actively engage at IEAAs annual planning workshop/s
- Involvement in IEAA's Professional Development programs
- Development and organisation of the Network Forum
- Contribute to conference program
- Member communications

- Networking event – Melbourne - April
- Network PD Forum - Are you ready for the evolution? – Sydney – June
- Webinar schedule for 2020
- Board Meeting submissions/updates

# Network Communications



The screenshot shows the LinkedIn profile for the 'IEAA Marketing & Recruitment Network' group. The group is a 'Standard group' and has a profile picture of the IEAA Network logo. Below the group name, there are icons for starting a conversation, adding photos, video, and documents. Two posts by Michelle Hosemann, Channel Marketing & Communications Manager (International Partnerships) at IEAA, are visible. The first post, from 6 days ago, is about attending AIEC next week and chairing a session on Thursday 17th from 4pm to 5.15pm. The second post, also from 6 days ago, is about a newly advertised position for a National Recruitment Director.

**ieaa NETWORK**

IEAA Marketing & Recruitment Network

Standard group

Start a conversation in this group

**Michelle Hosemann**  
Channel Marketing & Communications Manager (International Partnerships) at...  
6d

For those that are attending AIEC next week, be sure to come to the Marketing & Recruitment sessions. I will be chairing "The international student of 2020 and insights into the Times Higher Education World University Rankings" on Thursday 17th 4pm - 5.15pm. Hope to see you at this enlightening session! [#AIEC2019](#)

Like Comment

**Michelle Hosemann**  
Channel Marketing & Communications Manager (International Partnerships) at...  
6d

Newly advertised position for National Recruitment Director. Please apply direct or

Search for our group on LinkedIn.

Subscribe to our mailing list:

<https://www.ieaa.org.au/networks/marketing-recruitment>

# IEAA Fellowship and Online Learning Modules

# Introducing IEAA Fellowship

**aiec**  
2019 Perth



# New online learning modules

In your own time, at your own pace... wherever you are in the world



MODULE 1:  
INTERNATIONAL  
EDUCATION  
ESSENTIALS



MODULE 2: DATA  
DEMYSTIFIED



MODULE 3:  
MAPPING  
TRANSNATIONAL  
EDUCATION



MODULE 4:  
INTERNATIONAL  
STUDENT LIFE



MODULE 5:  
MARKETING AND  
RECRUITMENT  
STRATEGY



MODULE 6:  
ADMISSIONS AND  
COMPLIANCE  
ESSENTIALS



MODULE 7:  
UNPACKING  
LEARNING ABROAD



MODULE 8: PAVING  
PATHWAYS



MODULE 9:  
SCHOLARSHIPS  
AND FELLOWSHIPS  
FUNDAMENTALS



MODULE 10:  
TEACHING AND  
LEARNING ACROSS  
CULTURES



# Module 5: Marketing and recruitment



**ieaa**  
International Education  
Association of Australia

Module 5  
Marketing and recruitment strategy

International education is predicted to be among the fastest growing sectors globally, which makes the operating environment both highly competitive and complex. Australian education providers compete at a national level and an international level to secure students from around the globe.

Marketers are required to keep up with new technologies and the changing expectations of a highly tech-savvy target audience. In this environment, a well-planned, targeted and agile marketing strategy is vital. Aligning your marketing and recruitment strategies (in other industries known as sales/marketing alignment) is more important than ever to improve conversion rates and enrolment numbers.

The following module will outline some of the core components of an integrated marketing and recruitment strategy and the key channels to consider as part of your marketing and recruitment plan.

**By completing this module, you will better understand:**

- the fundamentals of developing a recruitment strategy
- the role of education agents in marketing and recruitment
- how to optimise the use of digital recruitment channels
- how to better engage and convert prospects
- the role of alumni in the recruitment process
- future trends in marketing and recruitments.

To finalise this module, please visit each of the topics listed below and complete the associated learning tasks.

	Developing a strategy
	The role of education agents
	Optimising digital recruitment channels
	Engaging and converting prospects
	The role of alumni
	Future trends in marketing and recruitment

Topics include:

1. The fundamentals of developing a recruitment strategy
2. The role of education agents in marketing and recruitment
3. How to optimise the use of digital recruitment channels
4. How to better engage and convert prospects
5. The role of alumni in the recruitment process
6. Future trends in marketing and recruitment.



- Email Kim, Professional Learning & Projects Coordinator with IEAA on [professional-learning@ieaa.org.au](mailto:professional-learning@ieaa.org.au)
- Visit: [ieaa.org.au/fellowship](https://ieaa.org.au/fellowship)  
And [www.ieaa.org.au/events/category/online-learning](https://www.ieaa.org.au/events/category/online-learning)

- Butchers paper, post-it-notes & markers at table
- Discuss how marketing and recruitment work together or don't work together
- What are key benefits & challenges – post-it
- Write questions you'd like answered or addressed

**YOU HAVE 10-MINS!**

**aieec**  
2019 ■ P e r t h  
Leading the way

Australian International  
Education Conference  
15 - 18 October 2019  
Perth Convention and  
Exhibition Centre

🐦 📷 #aiec2019  
[www.aiec.idp.com](http://www.aiec.idp.com)

# Network Conversation Session

**Joining forces: integrating the sales and  
marketing functions**



- Libby Graham - **Head, Strategic Partnerships & Engagement** – University of Sydney
- Sarah Lightfoot - **Chief Business Development Officer** - UNSW Global
- Chris Gartner - **Director - Academic Services** - University of Melbourne



AIEC 2019 | IEAA Marketing & Recruitment Network Conversation

# Joining forces: integrating the sales & marketing functions

## **Unimelb FBE's approach**

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Chris Gartner  
Director, Academic Services  
Faculty of Business and Economics





# Our context

## Faculty of Business and Economics

~10,000 students | ~300 academics | ~140 professional staff

Full carriage of postgraduate student selection, recruitment and marketing

Support for undergraduate student selection, recruitment and marketing with central university team taking lead





# The *future student acquisition* “siblings” ...BUT let’s not forget the other “sibling” (...and *product* “cousins”)

Academic &  
co-curricular  
programs



Selection -  
Admissions



Recruitment



Marketing





# Faculty functions

## Academic Services Group

Teaching & learning delivery/ operations

Employability & Co-curricular programs

Academic programs  
(design & governance)

Selection & admissions

Recruitment

## Marketing & Communications Team

Digital conversion

Marketing strategy & content

Web



# Our operating logic

To be successful as a Faculty, colleagues involved in **future student acquisition** as well as **product development and delivery** should have close working relationships.

## *Why?*

Recruitment staff with an **intimate** understanding of selection requirements and product are worth their weight in gold.

*(to students, to agents, to selection colleagues.... TO EVERYONE involved in student acquisition!)*

Colleagues responsible for delivering our 'product' benefit from the **insights** that recruitment and selection staff can offer.

...



# New formal and informal approaches to bring key colleagues together (...within our structure)

## Academic Services Group

Teaching & learning delivery/ operations

Employability & Co-curricular programs

Academic programs (design & governance)

Selection & admissions

Recruitment

## Marketing & Communications Team

Digital conversion

Marketing strategy & content

Web

# 2020 PLANNING PHASE STARTS

## AUGUST

### FUTURE STUDENT PLANNING CONFERENCE (1 day)

- Review of current year performance and activity (successes, areas for improvement etc)
- Considerations for drivers and conditions to inform next year activity: (a) Market demand trends (global and in individual countries); (b) trends observed in student selection; (c) competitor activity; (d) Load target expectations for next year; (e) ER plans; (e) Product/program plans

**OUTCOME:**  
All participants understand operating environment & targets

- Deputy Dean
- Director, Academic Services
- Director, Marketing & Communications
- Director, Finance & Planning
- Associate Dean Global Engagement
- Manager, Recruitment & Selection
- R&S team members (Country leads)
- R&S team members (Selection leads)
- MarComms team members (web, advertising, content, conversion leads)
- Central University Assoc Director and/or Account Manager for FBE

# LATE AUGUST to EARLY OCTOBER

### DRAFT PROGRAM BRIEFS PRODUCTION

With support from the Faculty Analyst, Academic Programs and Employability (product) teams, the MarComs team develops individual program briefs.

Program Briefs:

- provide one source of truth for program messaging
- will be used in market by either the Marketing & Communications Unit or the Recruitment & Selection team
- should be informed by market research

### DRAFT COUNTRY PLANS PRODUCTION

With support from Manager, Recruitment and Selection, country leads develop individual draft Country Plans for the year ahead. (informs budget preparations)

Draft Country Plans:

- draw in drivers and conditions outlined at Planning Conference but contextualise them to the specific market opportunities and challenges in the specific country.
- Propose indicative activity for the full year ahead

Individual country leads initiate conversations with MarComms team (under the guidance of Manager, Integrated Marketing and Communications) about country-specific activities for the year ahead

# BY END OCTOBER

### FUTURE STUDENT PRIORITISATION DISCUSSION (1 day)

Individual country plans presented by R&S Country leads. Discussion focusses on:

- Ensuring alignment to drivers and conditions covered in Planning Conference
- Proposed activities – are they fit-for-purpose? aligned to market drivers? Able to be delivered as part of overall workplan (driven by Director, Marcoms assessment at previous stage)

Modifications to each plan based on discussion agreed to

Discussion of plans for activity to support all markets (i.e. overarching conversion plans, nurture tracks etc...)

# BY MID NOVEMBER

Country Plans finalised by individual R&S Country leads

MarComms activity plan finalised

MarComms team

# BY END NOVEMBER

Individual Country Plans aggregated into overarching Faculty Student Acquisition Plan. Approved by Directors.

# JOINT EXECUTION PHASE STARTS

# 2020 PLANNING PHASE COMPLETE

# DECEMBER

Overarching Faculty Student Recruitment Plan presented to Faculty leadership for endorsement



Individual Country Plans aggregated into overarching Faculty Student Acquisition Plan. Approved by Directors.



THE UNIVERSITY OF  
MELBOURNE

# Thank you

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Chris Gartner  
Director, Academic Services  
Faculty of Business and Economics





## Key areas:

- How do we effectively integrate sales and marketing teams?
- What do we need to do to build strong collaborative partnerships between sales and marketing functions?
- How can we create a culture that fosters innovation?
- What impact will new technologies have on our roles and strategies in the future?

**Thank you!**

**We hope to see you at one of our next events!**