



AIEC 2019 | IEAA Marketing & Recruitment Network Conversation

Joining forces: integrating the sales & marketing functions

Unimelb FBE's approach

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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

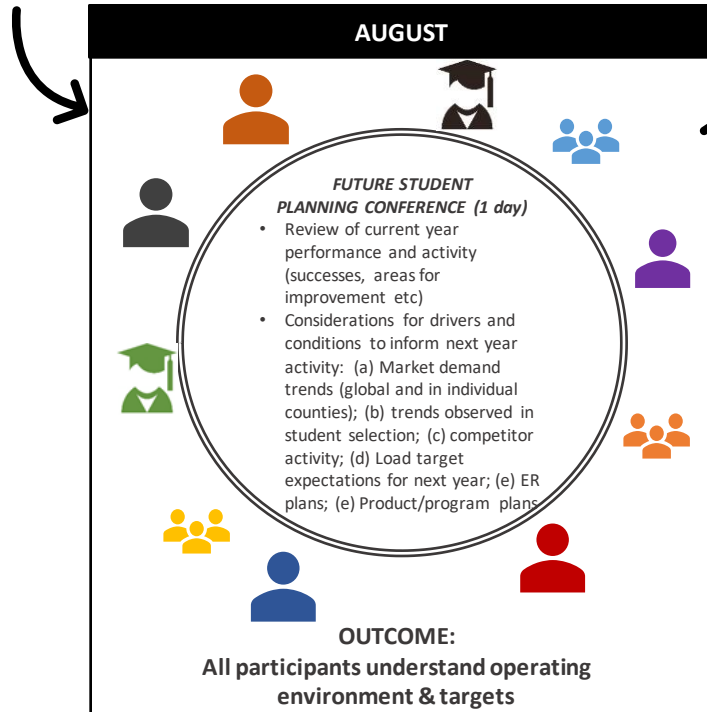
Marketing & Communications Team

Digital conversion

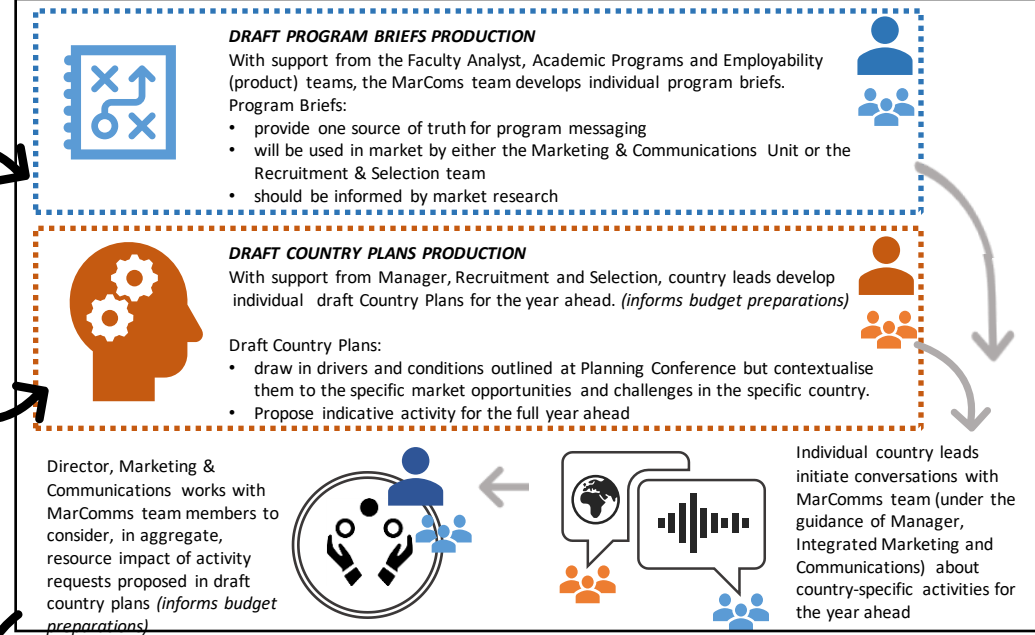
Marketing strategy & content

Web

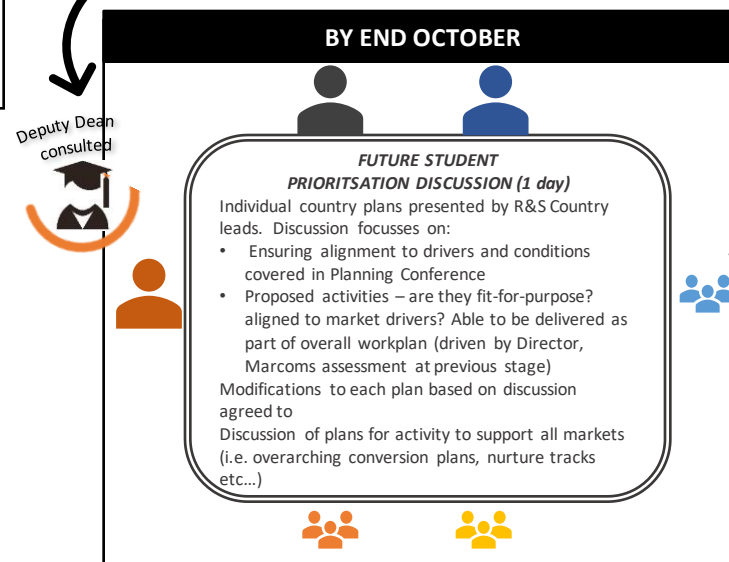
2020 PLANNING PHASE STARTS



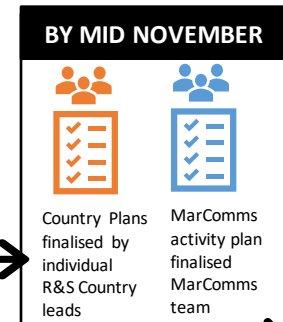
LATE AUGUST to EARLY OCTOBER



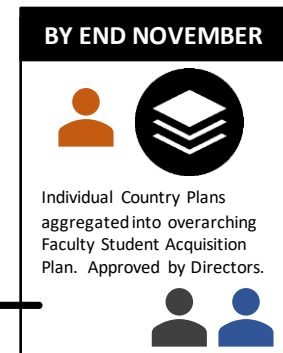
BY END OCTOBER



BY MID NOVEMBER



BY END NOVEMBER



JOINT EXECUTION PHASE STARTS

2020 PLANNING PHASE COMPLETE

DECEMBER

Overarching Faculty Student Recruitment Plan presented to Faculty leadership for endorsement





THE UNIVERSITY OF
MELBOURNE

Thank you

Chris Gartner
Director, Academic Services
Faculty of Business and Economics

