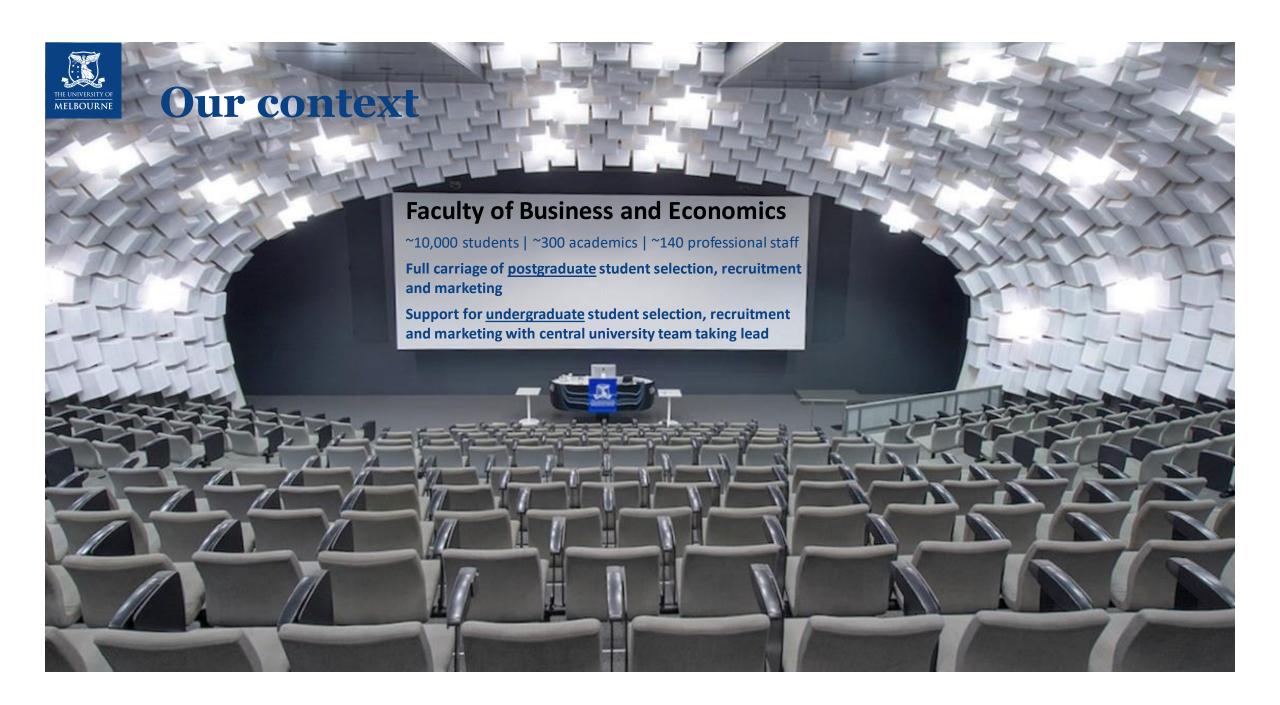


AIEC 2019 | IEAA Marketing & Recruitment Network Conversation

Joining forces: integrating the sales & marketing functions Unimelb FBE's approach

Chris Gartner
Director, Academic Services
Faculty of Business and Economics







The future student acquisition "siblings"

...<u>BUT</u> let's not forget the other "sibling" (...and product "cousins")

Academic & co-curricular programs

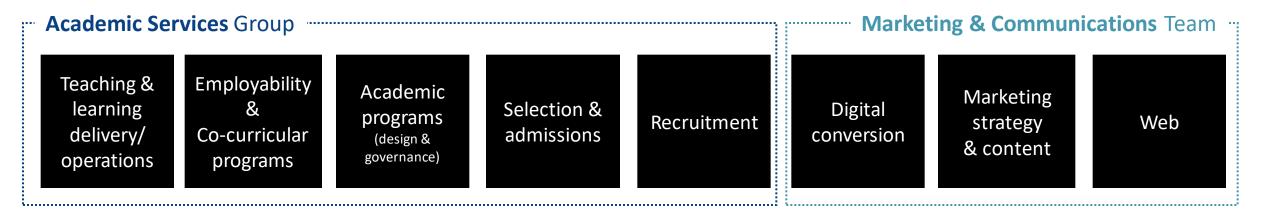








Faculty functions





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.

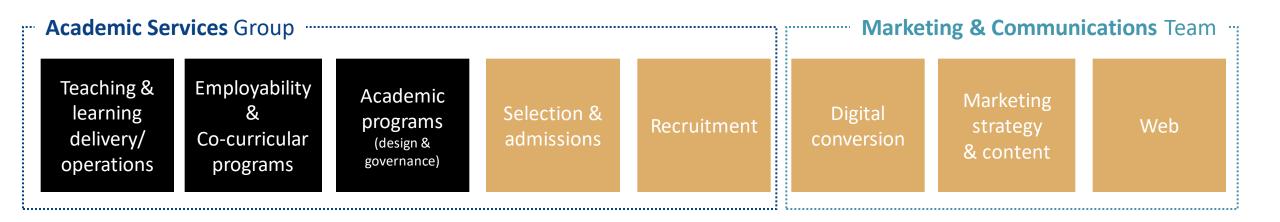
(to students, to agents, to selection colleagues.... TO EVERYONE involved in student acquisition!)

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

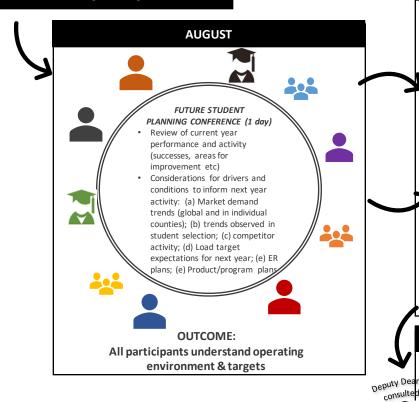
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New formal and informal approaches to bring key colleagues together (...within our structure)



2020 PLANNING PHASE STARTS





Deputy Dean



Director, Academic Services









Director, Finance & Planning







Global

Central University

Recruitment &

members (Country leads)

members (Selection leads)

team members (web, advertising, content, conversion leads)

MarComms

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.

- · 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

Director, Marketing & Communications works with MarComms team members to consider, in aggregate, resource impact of activity requests proposed in draft country plans (informs budget





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

PRIORITSATION 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

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



BY MID NOVEMBER





Country Plans finalised by individual **R&S Country** leads

activity plan finalised MarComms team

BY END NOVEMBER





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





Overarching Faculty Student Recruitment Plan presented to Faculty leadership for endorsement



2020 PLANNING PHASE COMPLETE

JOINT EXECUTION PHASE STARTS



Thank you

Chris Gartner
Director, Academic Services
Faculty of Business and Economics

