

POSITION DESCRIPTION

Title: Student Recruitment and Admissions Lead

Status: Full time permanent

Classification: HEW6

Reports to: Head of Undergraduate Studies

Direct reports: Education Outreach Coordinator

Issue date: August 2026

JOB PURPOSE

The Student Recruitment and Admissions Lead develops and manages pathways for prospective students into the National Art School (NAS) undergraduate and postgraduate courses. The role is responsible for planning, coordinating and project managing NAS's domestic and international recruitment activities and admissions processes, including major NSW expos, information sessions, school engagement, and co-ordinating applications, entry interviews, enrolment tracking, applying the international recruitment strategy, working closely with contracted agencies, internal and external stakeholders.

The position works collaboratively with academic staff, Student Services, Marketing, and external partners to engage prospective students, strengthen NAS's outreach program, and meet student recruitment and participation KPIs. The Student Recruitment and Admissions maintains comprehensive knowledge of NAS's academic plan, course delivery, strategic plan, graduate outcomes, and student experience.

KEY RESPONSIBILITIES

Domestic Recruitment

- Plan, coordinate and project manage student recruitment events across local, intrastate and interstate markets, including expos, information sessions, school visits, campus tours and Open Day.
- Manage end-to-end delivery recruitment activities including logistics, staffing, scheduling, budgeting, data capture, evaluation and continuous improvement.
- Collect, analyse and report on meaningful recruitment data including First Peoples

engagement in collaboration with the First Peoples Centre.

International Recruitment

- Establish and maintain relationships with contracted international recruitment agencies to support NAS's international recruitment strategy.
- Plan and coordinate international student recruitment events and school visits.
- Collaborate with Academic, Marketing and Student Services teams on international campaigns and enquiries.
- Assist with planning, monitoring and reporting on international recruitment targets and lead management.

Student Recruitment and Engagement

- Represent NAS at careers events, art events, education fairs and public expos.
- Respond to prospective student and schools' enquiries professionally and promptly.
- Confidently discuss NAS degree courses (BFA, BFA (Hons), MFA(Res), DFA) teaching delivery, curriculum overview, studio specialisations, entry requirements and available scholarships.
- Collaborate with the Marketing team to develop communication plans and promotional activities.
- Promote scholarship opportunities to attract high-potential students, broaden equity and inclusion participation, and support enrolment conversion outcomes.
- Build and maintain relationships with career counsellors, art teachers, advisory groups and other external stakeholders.

Youth & Schools Programs

- Manage the Education Outreach Coordinator to ensure successful delivery of youth programs. These include high school tours, school workshops, education kits and teacher education programs.
- Provide direction, supervision and task allocation to the Education Outreach

Coordinator, including assigning special projects, administrative tasks and cross-team initiatives that support broader recruitment and admissions priorities.

Operational Coordination & Lead Management

- Manage staff working at expos and recruitment events, including rostering, task allocation, performance management and timesheets.
- Work with the Head of Academic Services and Student Services to manage UAC requirements and ensure alignment between recruitment strategy, academic strategy and KPIs.
- Track the student life cycle from initial enquiry through to enrolment, Orientation and Census Dates.
- Delegate administrative duties and project tasks to the Education Outreach Coordinator as required, ensuring workload alignment, quality assurance and timely delivery of recruitment and admissions activities.

Reporting, Evaluation & Continuous Improvement

- Manage recruitment data and reporting to support strategic planning and budgeting.
- Conduct post-event evaluations to drive continuous improvement.
- Contribute to planning cycles and forecasting for domestic and international recruitment.

Other Requirements

- Ability to work flexible hours including days, evenings and weekends.
- Regional, interstate and international travel as required.
- Commitment to ethical practices, EEO and WHS policies.
- Perform other related duties as required.

present confidently to students, parents, teachers, career advisors and industry stakeholders.

- Excellent relationship management, customer service and sales skills, with the ability to build networks across schools, agencies and community groups.
- Highly organised, analytical and detail-focused, with the ability to produce clear reporting, metrics and insights to support strategic planning and budgeting.
- Experience coordinating events, expos or trade shows, including the physical capacity to set up and pack down stands (must be able to lift up to 20kg).
- Understanding of the Australian fine art sector and the needs of students entering creative disciplines.
- Experience working with international recruitment agencies or delivering international student recruitment activities (desirable).
- Knowledge of the Australian and international higher education sector, including admissions processes and student recruitment trends.
- Current driver's licence.
- Current passport.
- Commitment to ethical practices, EEO and WHS, with an understanding of safe event delivery and inclusive recruitment practices.

QUALIFICATIONS / EXPERIENCE

- Undergraduate degree in a relevant field (education, arts, marketing, communications or related discipline).
- Demonstrated experience in project managing large-scale events or expos, including planning, logistics, staffing, budgeting, data capture and post-event evaluation.
- Proven ability to meet student recruitment targets and KPIs, with experience managing leads through the full recruitment cycle.
- Experience working with prospective students seeking entry into higher education, including confident communication about programs, pathways and entry requirements.
- Strong written, verbal and interpersonal communication skills, with the ability to

KEY RELATIONSHIPS

Who	Why
Internal	
Student Recruitment and Admissions Lead	Report directly to the Head of Undergraduate Studies and works across the Academic, Marketing and Operations teams to deliver recruitment priorities.
Direct Report(s)	Manages Education Outreach Coordinator and staff at Expos.
Executive	Provide expert advice and contribute to decision making; and provide regular updates on key projects, issues and priorities as required.
Student Services	Collaborate on admissions processing, enrolment tracking, orientation, UAC requirements and student lifecycle alignment to ensure seamless transition from recruitment to enrolment.
Marketing	Partner on recruitment campaigns, promotional materials, digital content, branding, Open Day, expos and audience targeting to drive student acquisition.
Colleagues	Develop and maintain effective and collegiate working relationships with all colleagues.
External	
High Schools and Colleges	School visits, presentations, workshops, information sessions, Open Day invites
Expo Providers	Event participation, logistics, coordination, data capture.
Community and art sector organisations	Outreach programs, workshops, recruitment pathways
First Peoples Organisations	Engagement, outreach collaboration
International Recruitment Agencies	Strategy implementation, lead management, reporting.

ACKNOWLEDGMENT

I have read and understood this position description and I accept the key accountabilities outlined in this position description. I understand that this position description is used primarily for the purposes of position salary band evaluation, candidate information and as a reference point for performance agreements and reviews. This position description does not attempt to define specific tasks of the position.

Print Name: _____

Signed: _____

Date: _____