

POSITION DESCRIPTION**IDENTIFICATION**

Position Title: Program Engagement & Marketing Officer **Position Number:** LUI004

Section : Deputy Vice Chancellor (Regional Campuses & Global Engagement)

Location: Laucala **Category:** Intermediate and Junior Staff
Grade: 6 (FJD\$34,220.34 - \$40,473.14)

Current Incumbent: Vacant **Date of substantive appointment:** 15 November 2025

Reports To: Manager, USP International **Supervised by:** Manager, USP International

ORGANIZATION CONTEXT**USP International:****PURPOSE**

The Program Engagement and Marketing Officer drives USP's international student recruitment. This dynamic role leads all marketing campaigns to attract prospective students through digital outreach and partner engagement. They also manage inbound study tours, fostering key relationships with global partners to enhance student mobility and program growth.

NATURE AND SCOPE

The Program Engagement and Marketing Officer operates in a dynamic, entrepreneurial capacity to manage the entire lifecycle of the University's short courses. The scope of this position includes the coordination of all existing short courses (both credit and non-credit), the development of new programs aligned with market demand, and the continuous monitoring of student satisfaction to ensure quality.

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A significant part of this role is dedicated to international student marketing and recruitment. The officer will execute a range of marketing activities, including creating promotional materials, representing USP at recruitment fairs, organizing campus visits for partners, and conducting market research to identify new opportunities. This position serves as a key liaison with university faculties to ensure all program information is current and effectively communicated to prospective international students. The ideal candidate will provide high-level student and partner support, leveraging strong administrative and entrepreneurial skills to achieve enrollment targets and program growth.

POSITION DIMENSIONS**Staff Responsible for:**

Directly: NIL Indirectly: NIL Total Level of Costs: _____

Limits of Authority:

Financial: \$0

Non Financial: **NIL**

Key Relationships /Internal and External Contacts:

External <ul style="list-style-type: none"> • Agents • International study abroad and exchange partners. • Prospective Students & Parents • Fiji Immigration • Embassies & Consulates 	Purpose of contact <ul style="list-style-type: none"> • Work with agents and partners to reach out to international students interested in enrolling in short courses. • Assist International Mobility Officer on processing of study permit applications. • Provide all necessary student support
Internal <ul style="list-style-type: none"> • Student Administrative Services • Schools • Finance • Marketing Office • Secretariat • Risk and Compliance • Halls of Residence • Commercial Operations 	Purpose of contact <ul style="list-style-type: none"> • Contract negotiation for agents • Establishment of recruitment strategies and short courses. • Marketing/Recruitment.

KEY RESULT AREAS / KEY ACHIEVEMENT AREAS

Key Result Areas	Performance Measures
<ul style="list-style-type: none"> • Customer Service 	<ul style="list-style-type: none"> • Answering phone and email enquiries • Hosting group visits • Handling student complaints and making referrals where necessary • Assisting students with vacation plans

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<ul style="list-style-type: none"> Administrative Process 	<ul style="list-style-type: none"> Event logistics Admissions Data Entry Report writing Filing Assisting with development of recruitment materials
<ul style="list-style-type: none"> Support services 	<ul style="list-style-type: none"> Improve responsiveness to student issues and problems Improve communication with current students. Mentoring Guiding Students

TERMS & CONDITIONSSalary: **Grade 6: FJD\$34,220.34 - \$40,473.14**Length of Contract: **3 Years Renewable**

Gratuity and Allowances: _____

POSITION SPECIFICATION**Qualifications (or equivalent level of learning)**

<i>Essential</i>	<i>Desirable</i>
<ul style="list-style-type: none"> Hold a first good degree in business, marketing, management, or related discipline. 	<ul style="list-style-type: none"> Experience and exposure in a Higher/International education environment and those that can demonstrate success of project management, event co-ordination and customer services. Demonstrated Cultural Understanding and Sensitivity. Possess excellent computer skills including MS office and Internet. Excellent Written and Oral Communication Skills, including the ability to deal effectively via email and in person.

Knowledge / Experience

<i>Essential</i>	<i>Desirable</i>
<ul style="list-style-type: none"> Experience in providing high levels of customer services, preferably in a higher education institution. Demonstrated ability to prioritise tasks and manage work through to 	<ul style="list-style-type: none"> 2-3 years administrative experience in international student recruitment, international programs, study abroad or related experience. Experience studying/working in the

<p>completion within tight deadlines.</p> <ul style="list-style-type: none"> • Demonstrated skill and experience in making high quality decisions. • Demonstrated ability to work effectively as part of a team and autonomously. • Demonstrated cultural understanding and sensitivity. • Possess excellent computer skills including MS Office and Internet. • Excellent written and oral communication skills, including the ability to deal effectively with clients over the phone, via email and in person. • Attention to detail. • Ability to participate in 24 hour emergency response rotation. • Demonstrated ability to perform multiple tasks with changing priorities. • Ability to work under minimum supervision within broad guidelines and meet deadlines. • Excellent organisational skills. • Excellent public speaking skills. • Willingness to participate in overnight village trips if required; • Willingness to work after hours and during the weekends if required; • Ability to travel by bus, automobile, boat or plane if required. • Any other responsibilities as determined by the Manager, USP International. 	<p>South Pacific or abroad</p> <ul style="list-style-type: none"> • Prior experience using the Banner Student Information System or other systems similar.
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Key Skills / Attributes / Job Specific Competencies

<i>Expert level</i>	Study Abroad and Exchange programs, International Student Recruitment, International Recruitment Agents, Written and spoken English language
<i>Advanced level</i>	Knowledge of educational system structures in various countries, Marketing.
<i>Working level</i>	Banner Student Information System
<i>Awareness level</i>	University Data base.

FORM 5.5.05A
POSITION DESCRIPTION

APPROVAL

Supervisor name: Mrs Lillian Holmes-Fuata

Supervisor's Signature:



Date: Wednesday, 17 September, 2025

Staff Name: Mrs Lillian Holmes-Fuata
Staff ID: H11096671

Approved

