

Position Title	Team Leader - Customer Experience
Portfolio	Student Experience
Division	Student Administration
Department/Cost Centre	Student Administration - 05100
Classification	Specialist Staff 7
Position Number/s	102949
Reporting to	Manager - Student Administration
Supervises	Application, Engagement and Reception Teams

Who is South West TAFE?

South West TAFE is where practical skills meet real opportunity.

With over 150 industry-aligned courses, we help people build the confidence and capability they need to step into their future — whether that's a new job, a career change or further study.

SWTAFE campuses are situated on the lands of the Gunditjmara, Kirrae Whurrong, Gulidjan peoples of the Eastern Marr nation, and the Tjap Wurrong and Bunganditj peoples. They are located throughout southwest Victoria in Warrnambool, Hamilton, Portland, Colac, Sherwood Park and a further delivery site at Glenormiston. They offer modern facilities, expert trainers and strong connections to local industry—so learning stays relevant, hands-on and flexible.

We're not just keeping up — we're staying ahead. And we're proud to be part of a region that's growing, evolving and inspiring change.

Division Overview

The Student Administration team provides exceptional customer service to our clients, and is the first point of contact for information, advice and assistance on a range of SWTAFE and student administration processes. Information and advice are provided to prospective, present and past students on a broad range of matters from initial enquiry, applications, course admission and enrolment, fees and student finances, through to careers advice and graduation. The Student Administration team provides a friendly and welcoming environment to students, prospective students, the broader community, SWTAFE employees, and ensures services are delivered efficiently, accurately and in a timely manner. The Student Administration team are part of the over-arching Student Experience Portfolio.

Position Overview (Your Opportunity)

The Customer Experience team is made up of application, engagement, and reception teams, responsible for guiding students through the entire application process, from the initial enquiry to the point of enrolment. These teams coordinate communication with prospective students to map out course suitability.

The Team Leader will oversee the student journey from the creation of a lead or application to being enrolment-ready. This includes managing a team that coordinates recommended support services face to face and online, providing additional information that will help facilitate the student to make an educated decision, and nurture them through the key moments that matter of pre-enrolment. They are responsible for the management of the team's workflows by providing direction, priorities and ensuring potential students are progressed promptly with exceptional customer service.

To excel in this role, the Team Leader must have a deep understanding of prerequisite requirements, qualifications, course details, and the application-to-enrolment process. The role also requires collaboration with both internal and external stakeholders and coordination with multiple staff across all campuses including governance and education leaders. The Team Leader is responsible for ensuring a smooth, student-focused onboarding experience. They will also recommend and implement innovative ongoing best practices and new processes or policies as needed while maintaining the highest levels of compliance throughout the application to the enrolment process.

This is a customer facing role focussing on setting and maintaining service standards for the team, and is responsible for training and developing staff members to attain and maintain these standards of service excellence.

Key Accountabilities

All South West TAFE staff are required to act and work in the best interest of the organisation, as such every staff member has accountabilities to uphold for both their position and the wider organisation, These accountabilities include but are not limited to:

Your Position

- Provide leadership and guidance to the Reception, Application and Engagement teams.
- Ensure the accuracy and validity of information collected are in line with SWTAFE policies, and government regulations. Communicate all regulations and policies to the team members.
- Maintain expert knowledge of TAFE course requirements, VET Sector Guidelines and Funding regulations and provide accurate interpretation through ongoing collaboration with SWTAFE Education, Governance and Reporting Divisions.
- Develop and manage team KPIs, ensuring they meet both performance and customer service standards.
- Oversee human resources processes, including onboarding, professional development, performance monitoring, and employee motivation within their teams.
- Direct the management of the Salesforce workflow dashboards maintaining proficiencies in the timely movement of applications to enrolments.
- Maintain extensive knowledge of course outcomes, prerequisites, and inherent requirements, including familiarity with the Australian Core Skills Framework levels, Course Navigator, and the aligned Training and Assessment Strategy; ensuring the team are kept updated.
- Identify and implement improvements to systems and workflows to enhance the student experience, add efficiencies and ensure data accuracy.
- Oversee the LLN (Language, Literacy, and Numeracy) and PTR (Pre-Training Review) processes.
- Develop and manage a centralised evaluation process between teaching departments and the application team. Overseeing timely evaluation of student applications and interviewing for course suitability in collaboration with the teaching divisions.
- Provide staff training and ongoing development related to all applications and process improvements.
- Manage rostering across all reception points including front desks, phones and online chat services to ensure appropriate coverage and continuity of service at all time.
- Drive innovation to improve team procedures and processes continually.
- Ensure the currency and maintenance of SWTAFEs enquiry systems, including Salesforce, call centre software and live chat to support accurate and timely student interactions.
- Identify training needs or knowledge gaps across all pre-enrolment teams and deliver targeted professional development
- Collaborate with internal stakeholders, including administration, teaching, and management teams, to streamline new and emerging business processes and ensure compliance with SWTAFE requirements.
- Manage and uphold customer service excellence across all contact points, ensuring a consistent, professional and responsive student and stakeholder experience from first contact to enrolment.
- Define, manage and complete complex projects across the wider organisation monitored against milestones and goals.
- Collaborate with and provide support to the Manager – Student Administration in the planning, implementation and enhancement of processes, systems and services

Your Organisation

- Recognise areas in which guidance and support is required from the Manager and seek appropriate assistance.
- Keep up to date with relevant information and industry best practice.
- Comply with internal policies and procedures including the Code of Conduct.

- Demonstrate the organisational values daily and proactively seeks to maintain a healthy and safe work environment.
- Commit to access and equity principles in carrying out work functions.
- Actively participate in the organisation's Achievement Development Program (ADP).

This position description describes in general terms the normal duties which the position is expected to undertake. However, the duties described may vary or be amended from time to time without changing the level of responsibility.

Key Selection Criteria (Key to Success)

Successful candidate will demonstrate the best combination of the following characteristics;

- Proven experience in team leadership within a customer service or student administration environment, preferably in the education or training sector
- A strong customer-focused approach to managing the student application journey from initial contact to enrolment.
- Exceptional engagement and communication skills, both verbal and written, with the ability to effectively interact with a diverse range of stakeholders.
- High attention to detail paired with excellent administrative and organisational abilities.
- Experience in utilising CRM systems, with Salesforce experience being a distinct advantage.
- Advanced administrative skills, including the ability to diagnose and resolve issues, analyse and interpret data, and implement process changes based on findings.
- A proactive approach to work with strong time management skills, demonstrated by the ability to meet deadlines, achieve goals, and prioritise tasks effectively. Ability to work autonomously and lead teams to ensure deadlines are met and workflows are completed efficiently.
- Adaptability in a dynamic environment, with a focus on compliance and best practices.
- A team-oriented mindset with the ability to think strategically, achieve objectives, and maintain an organised and methodical work approach.
- Strong ability to manage and motivate individuals to maximise their performance and achieve KPIs.
- Competence in interpreting data and feedback to assist in developing and implementing new policy guidelines and procedures.
- Provide a level of shared knowledge amongst the TAFE network when required.

Qualifications and Requirements

Mandatory requirements

- A relevant Diploma or higher-level qualification or, a combination of lesser qualifications and/or extensive experience working in a Customer Service role (preferably in an educational setting).
- Experience in leading a team.
- Customer Relationship Management experience.
- High level of digital and computer literacy.
- Employee Victorian Working with Children Check.
- Satisfactory Police Check.
- Valid Driver's Licence.

Highly desirable requirements

- Experience within the education industry.
- Cert IV in Training and Assessment (TAE).

Additional Information

- South West TAFE supports Equal Employment Opportunity and are committed to make diversity, equality and inclusion part of everything we do – from how we develop and deliver our courses, to how we build our diverse workforce. We actively encourage applicants from all backgrounds to apply.
- South West TAFE is a child safe organisation focusing on the wellbeing and inclusion of children and young people.
- Position, requirements, classification skill level required and conditions in accordance with South West Institute of TAFE (Specialist Staff) Enterprise Agreement 2023.
- Statements included in this Position Description are intended to reflect in general the duties and responsibilities of this position and are not to be interpreted as being all inclusive.
- SWTAFE may alter this Position Description if and when the need arises to best suit the operation requirements of the position.
- Any member of SWTAFE may be required to work at any site dependent upon business needs.

	Authority level	Name	Date
Prepared by	Recruiting/Hiring Manager	Kelly Wakelin	
Approved by	Department Executive Manager	Susan Pettigrew	
P&C review	People & Culture	Lotty Cook	
Agreed by	Staff Member		