



POSITION DESCRIPTION

Office of the Provost
Chancellery

Academic Product Manager (Online Education)

POSITION NO	0062850
CLASSIFICATION	UOM 10
SALARY	
SUPERANNUATION	Employer contribution of 17%
WORKING HOURS	Full time (3 FTE)
BASIS OF EMPLOYMENT	Continuing
OTHER BENEFITS	https://about.unimelb.edu.au/careers/staff-benefits
HOW TO APPLY	Online applications are preferred. Go to http://about.unimelb.edu.au/careers , select the relevant option ('Current Opportunities' or 'Jobs available to current staff'), then find the position by title or number.
CONTACT FOR ENQUIRIES ONLY	Belinda Cain Email belinda.cain@unimelb.edu.au <i>Please do not send your application to this contact</i>

For information about working for the University of Melbourne, visit our website:
about.unimelb.edu.au/careers

Acknowledgement of Country

The University of Melbourne acknowledges the Traditional Owners of the unceded land on which we work, learn and live: the Wurundjeri Woi Wurrung and Bunurong peoples (Burnley, Fishermans Bend, Parkville, Southbank and Werribee campuses), the Yorta Yorta Nation (Dookie and Shepparton campuses), and the Dja Dja Wurrung people (Creswick campus).

The University also acknowledges and is grateful to the Traditional Owners, Elders and Knowledge Holders of all Indigenous nations and clans who have been instrumental in our reconciliation journey.

We recognise the unique place held by Aboriginal and Torres Strait Islander peoples as the original owners and custodians of the lands and waterways across the Australian continent, with histories of continuous connection dating back more than 60,000 years. We also acknowledge their enduring cultural practices of caring for Country.

We pay respect to Elders past, present and future, and acknowledge the importance of Indigenous knowledge in the Academy. As a community of researchers, teachers, professional staff and students we are privileged to work and learn every day with Indigenous colleagues and partners.

Position Summary

The University's Advancing Melbourne and Advancing Students and Education strategies set out a vision to enhance Melbourne's position as a leader in higher education. Through targeted investment, the University of Melbourne is establishing a newly created online education business.

Reporting to the Associate Professor of Academic Product and Student Experience, you'll play a pivotal role in driving the development and enhancement of our online academic products. Your responsibilities include overseeing the academic product lifecycle including the end-to-end curriculum design from course approvals to learning design and production to course reviews and enhancement. You'll oversee the online education design processes and collaborate with faculties to design online curriculum and utilise learning analytics to monitor course performance and recommend improvements. Additionally, you'll provide expert guidance on online pedagogy and collaborate closely with faculties to enhance the quality of online learning experiences.

The ideal candidate will have established themselves as a leader in their previous roles, demonstrating a proven ability to drive academic product development and enhancement. They will have a history of successfully managing complex projects, collaborating with diverse stakeholders, and implementing innovative solutions to enhance the quality and effectiveness of online education. If you are a visionary leader with a passion for transforming online learning and a commitment to excellence, this role offers an exciting opportunity to make a significant impact at the University of Melbourne.

1. Key Responsibilities

- ▶ **Academic Product Lifecycle:** Lead the end-to-end academic product lifecycle in partnership with the Growth & Partnerships team, the Operations team, strategic partners, and faculties.
- ▶ **Faculty Engagement:** Embed a deep understanding of online education within the faculties. Facilitate cross-functional discipline-led teams to engage in the design and continuous improvement of online academic products. Collaborate with senior academics to ensure alignment with pedagogical best practices and desired learning outcomes.
- ▶ **Online Curriculum Design:** Oversee the development and implementation of online curriculum design processes. Establish clear guidelines and standards for curriculum design, fostering a culture of continuous improvement and innovation.
- ▶ **Online Learning Design:** Lead cross-functional learning design squads in building, delivering, and continuously improving subjects. Represent faculty requirements in online education learning design and production processes.
- ▶ **Leverage Learning Analytics:** Embed learning analytics into the academic product lifecycle, using data to monitor course performance and make recommendations for enhancements.
- ▶ **Online Pedagogy Advice and Leadership:** Provide expert guidance and leadership in online pedagogy, offering insights to enhance online learning experiences. Stay updated on emerging trends and best practices in online education.
- ▶ **Stakeholder Engagement:** Cultivate strong relationships with internal and external stakeholders, including senior faculty members, academic leaders, and university academic quality committees.
- ▶ **Operationalise Student Experience:** Collaborate with the Senior Advisor of Student Experience and Senior Advisor of Governance and Quality to create a seamless and engaging online learning journey for students.
- ▶ **Digital Enhancements:** Identify opportunities to improve user experience, functionality, and integration with other learning technologies, driving enhancements for the product portfolio and champion the student voice.

2. Selection Criteria

2.1 ESSENTIAL

- **Advanced Degree:** Master's degree or equivalent in Education, Curriculum Development, Instructional Design, or a related field.
- **Experience:** 3-5 years experience in academic product management or a related role, preferably in the education or EdTech industry. They must have knowledge of online education best practice in curriculum design, pedagogy, and learning design.
- **Strategic Thinking:** Strong strategic planning and analytical skills, with the ability to identify opportunities, assess market trends, and develop innovative solutions to meet the needs of diverse learners and stakeholders and improve product performance for online learners.

- **Communication:** Excellent communication and interpersonal skills, with the ability to articulate ideas, present complex information, and influence stakeholders at all levels of the organisation.
- **Collaboration:** Effective collaboration and relationship-building skills, with the ability to work collaboratively with faculty, subject matter experts, and academic stakeholders to achieve shared goals and objectives.
- **Project Management:** Strong project management skills, with the ability to plan, organise, and execute multiple projects simultaneously, manage resources, and meet deadlines in a fast-paced, dynamic environment. Proficiency in relevant project management tools & software is required.
- **Expertise in Online Pedagogy:** In-depth knowledge of online pedagogy, demonstrated by a successful history of delivering courses and subjects based on sound instructional design principles. Skilled in providing strategic guidance on using technology to enhance teaching and learning experiences.

3. Job Complexity, Skills & Knowledge

3.1 LEVEL OF SUPERVISION / INDEPENDENCE

Operates under the guidance of the Associate Professor, Academic Product and Student Experience, exercising autonomy in managing day-to-day responsibilities and making decisions within defined parameters. Collaborates closely with cross-functional teams and stakeholders to ensure alignment with organisational goals and objectives.

3.2 PROBLEM SOLVING AND JUDGEMENT

Requires high-level judgment and critical thinking skills to identify and address complex issues related to curriculum design, stakeholder engagement, and product enhancement. Must be able to analyse data, anticipate challenges, and propose effective solutions to drive continuous improvement in online academic products.

3.3 PROFESSIONAL AND ORGANISATIONAL KNOWLEDGE

The Academic Product Manager must possess a deep understanding of educational best practices, instructional design principles, and learning theories. They should stay informed about emerging trends and best practices in education, learning design, and academic product development to drive continuous improvement and innovation.

3.4 RESOURCE MANAGEMENT

Effectively manages resources, including time, budget, and personnel, to support the development and enhancement of online academic products.

3.5 BREADTH OF THE POSITION

Engages with faculty members, academic leaders, industry partners, and cross-functional teams to drive the development and improvement of online academic products. Contributes to organisational initiatives and strategic priorities aimed at enhancing the student experience and advancing the institution's mission and goals.

4. Equal Opportunity, Diversity and Inclusion

The University is an equal opportunity employer and is committed to providing a workplace free from all forms of unlawful discrimination, harassment, bullying, vilification and victimisation. The University makes decisions on employment, promotion, and reward on the basis of merit.

The University is committed to all aspects of equal opportunity, diversity and inclusion in the workplace and to providing all staff, students, contractors, honorary appointees, volunteers and visitors with a safe, respectful and rewarding environment free from all forms of unlawful discrimination, harassment, vilification and victimisation. This commitment is set out in the Advancing Melbourne strategy that addresses diversity and inclusion, equal employment opportunity, discrimination, sexual harassment, bullying and appropriate workplace behaviour. All staff are required to comply with all University policies.

The University values diversity because we recognise that the differences in our people's age, race, ethnicity, culture, gender, nationality, sexual orientation, physical ability and background bring richness to our work environment. Consequently, the People Strategy sets out the strategic aim to drive diversity and inclusion across the University to create an environment where the compounding benefits of a diverse workforce are recognised as vital in our continuous desire to strive for excellence and reach the targets of Advancing Melbourne.

5. Occupational Health and Safety (OHS)

All staff are required to take reasonable care for their own health and safety and that of other personnel who may be affected by their conduct.

OHS responsibilities applicable to positions are published at:

<https://safety.unimelb.edu.au/people/community/responsibilities-of-personnel>

These include general staff responsibilities and those additional responsibilities that apply for Managers and Supervisors and other Personnel.

6. Other Information

6.1 CHANCELLERY

Chancellery is led by the Vice Chancellor and has a university-wide focus on:

- Delivering strategic leadership
- Allocating capital according to strategic priorities
- Developing and overseeing a business framework that includes appropriate financial and other organisational planning and controls.
- Ensuring identity or brand is consistent with strategic intent and purpose, and
- Overseeing policies and initiatives that develop the academic and professional expertise of university staff members.

6.2 OFFICE OF THE PROVOST

Led by the Provost, the Office of the Provost supports the achievement of the vision and objectives for education, people and community set out in *Advancing Melbourne 2030*. The Office of the Provost portfolio sits alongside other divisions (Research, International, Strategy & Culture, Administration & Finance) within Chancellery, and is responsible for strategic leadership in:

- Education and student experience, including curriculum, teaching and learning quality and innovation, learning technologies and spaces, student wellbeing and engagement and widening participation for students from disadvantaged backgrounds.
- People and community, including Human Resources, academic and professional staff careers, University community-building, diversity and inclusion for students and staff, and the Respect at Melbourne program.
- Indigenous strategy, including research, education and engagement, student and staff planning, truth-telling and cultural heritage.

The Office of the Provost works closely with Faculties, other areas of Chancellery and external partners.

6.3 THE UNIVERSITY OF MELBOURNE

Established in 1853, the University of Melbourne is a leading international university with a tradition of excellence in teaching and research. The main campus in Parkville is recognised as the hub of Australia's premier knowledge precinct comprising eight hospitals, many leading research institutes and a wide-range of knowledge-based industries. With outstanding performance in international rankings, the University is at the forefront of higher education in the Asia-Pacific region and the world.

The University employs people of outstanding calibre and offers a unique environment where staff are valued and rewarded.

Further information about working at The University of Melbourne is available at <http://about.unimelb.edu.au/careers>

6.4 ADVANCING MELBOURNE

The University's strategic direction is grounded in its purpose. While its expression may change, our purpose is enduring: to benefit society through the transformative impact of education and research. Together, the vision and purpose inform the focus and scale of our aspirations for the coming decade.

Advancing Melbourne reflects the University's commitment to its people, its place, and its partners. Our aspiration for 2030 is to be known as a world-leading and globally connected Australian university, with our students at the heart of everything we do.

We will offer students a distinctive and outstanding education and experience, preparing them for success as leaders, change agents and global citizens.

We will be recognised locally and globally for our leadership on matters of national and global importance, through outstanding research and scholarship and a commitment to collaboration.

We will be empowered by our sense of place and connections with communities. We will take opportunities to advance both the University and the City of Melbourne in close collaboration and synergy.

We will deliver this through building a brilliant, diverse and vibrant University community, with strong connections to those we serve.

The means for achieving these goals include the development of the University of Melbourne's academic and professional staff and the capabilities needed to support a modern, world-class university. Those means require a commitment to ongoing financial sustainability and an ambitious infrastructure program which will reshape the campus and our contribution to the communities we engage with. This strategy, and the priorities proposed, is centred around five intersecting themes: place, community, education, discovery and global.

6.5 GOVERNANCE

The Vice-Chancellor is the Chief Executive Officer of the University and responsible to Council for the good management of the University.

Comprehensive information about the University of Melbourne and its governance structure is available at <https://about.unimelb.edu.au/strategy/governance>