

Position Description – Manager, Market & Customer Intelligence

Position Details

Position Title:	Manager, Market & Customer Intelligence
Position Number:	50051209
Portfolio:	Operations
School/Group:	Global Marketing, Digital & Student Recruitment
Campus Location:	Based at the City campus but may be required to work and/or be based at other campuses of the University.
Classification:	HEW 9 (Salary Schedule: http://www.rmit.edu.au/browse;ID=ewhlt73t01)
Employment Type:	Continuing
Time Fraction:	1.0

RMIT University

RMIT is a global university of technology, design and enterprise in which teaching, research and engagement are central to achieving positive impact and creating life-changing experiences for our students.

One of Australia's original educational institutions founded in 1887, RMIT University now has 83,000 students including 12,000 at postgraduate level.

The University enjoys an international reputation for excellence in professional and vocational education, applied and innovative research, and engagement with the needs of industry and the community.

With three campuses in Melbourne (City, Brunswick and Bundoora), two in Vietnam (Hanoi and Ho Chi Minh City) and a centre in Barcelona, Spain, RMIT is a truly global university. RMIT also offers programs through partners in Singapore, Hong Kong, mainland China, Indonesia and Sri Lanka, and enjoys research and industry partnerships on every continent.

RMIT prides itself on the strong industry links it has forged over its 130-year history. Collaboration with industry is integral to the University's leadership in applied research and education, and to the development of highly skilled, globally focused graduates.

We are a 5-Star university under the QS Stars international evaluation system, and are 16th in the world among universities less than 50 years old (2016–17 QS Top 50 Under 50 index).

In the 2016 QS World University Rankings by Subject, RMIT is 16th in the world (highest ranked in Australia) in Art and Design, and 36th in the world (fourth highest in Australia) in Architecture and the Built Environment. We are also among the world's top 100 universities in Engineering (Civil and Structural; Electrical and Electronic; and Mechanical, Mechanical, Aeronautical and Manufacturing); Accounting and Finance; and Business and Management Studies).

Our research was ranked among the best in the world in the 2015 Excellence in Research for Australia evaluation. RMIT was rated "well above world standard" in 13 fields and "above world standard" in a further nine fields.

www.rmit.edu.au

Portfolio/Group

The Operations Portfolio enables an integrated, enterprise wide delivery for best practice student and staff experiences. The Portfolio incorporates the following business units: Enterprise Projects and Business Performance (EPBP), Communications, Global Marketing, Digital & Student Recruitment, Human Resources, Information and Technology Services (ITS), Office of the Chief Operating Officer, Procurement and Property Services Group (PSG). The Portfolio houses significant drivers and delivery components across the staff and student journeys and enables the overall experience for both groups. The Portfolio is integral in bringing the RMIT strategy to life, across the globe. Each of these functions supports the global operations of the University both directly as well as through its controlled entities.

The Global Marketing, Digital and Student Recruitment Group's vision is to bring to life RMIT's 2020 strategy by putting the student at the centre of everything we do, creating a differentiated brand proposition, developing integrated deep insights for all of our global students, and cultivating a differentiated and relevant service experience for those segments.

Position Summary

As the successful Manager, Market & Customer Intelligence, you will be responsible for leading the Market demand stream in the Market Intelligence & Proposition function including gathering, analyzing and monitoring data to create strategic insights, structured communications and advice in the education landscape in which RMIT operates to confidently inform decision-making.

You will have significant experience of large scale/enterprise wide market intelligence projects and proven achievement in the development and implementation of market insights capability.

Reporting Line

Reports to: Director, Market Intelligence & Proposition

Direct reports: 2

Organisational Accountabilities

RMIT University is committed to the health, safety and wellbeing of its staff. RMIT and its staff must comply with a range of statutory requirements, including equal opportunity, occupational health and safety, privacy and trade practice. RMIT also expects staff to comply with its policy and procedures, which relate to statutory requirements and our ways of working.

Appointees are accountable for completing training on these matters and ensuring their knowledge and the knowledge of their staff is up to date.

Key Accountabilities

- Manage RMIT's profile strategy with particular focus on commencing student demand to inform target setting
- Provide the market & customer lens to contribute to RMIT's price, product and growth strategies
- Enable the timely supply of market & customer information and insights projects to empower RMIT with clear, smart and insightful market intelligence, including; horizon scanning to identify and anticipate future market & customer opportunities and risks; Market research & concept testing; competitive benchmarking and; customer and audience segmentation
- Collaborate with the Marketing, Digital and Recruitment teams on market and customer intelligence
- Developing compelling, structured business presentations that clearly articulate recommendations.
- Build and maintain productive relationships across Schools, Colleges and Portfolios and with external agencies and suppliers.
- Champion an agile and collaborative approach to project-based working, fostering a collaborative work culture across different parts of RMIT's global enterprise
- Effectively lead and manage team driving a collaborative, high performing and inclusive culture

Key Selection Criteria

1. Proven achievement in the development and implementation of market insights capability
2. Significant experience of large scale data and market intelligence projects particularly with external consultancy/ information vendors.
3. Deep familiarity with interpreting, managing and developing large, complex data-sets including the ability to consume and use dashboards to conduct data-extracts
4. Market research capability, including undertaking primary research to inform decision making at an operational and strategic level and significant experience of quantitative and qualitative research techniques
5. Proven expertise in the management and coordination of people and projects, including the ability to plan and coordinate and prioritise activities
6. Excellent communication skills, including the ability to negotiate outcomes, present structured communications and provide advice to people at various levels of authority with strategic insights
7. Proven ability to exercise initiative, to think strategically and creatively, and to adopt an active approach to problem-solving.
8. Familiarity with the tertiary education market landscape

Qualifications

Relevant postgraduate qualification or equivalent combination of formal study and experience. Significant experience in Market intelligence and data analysis, preferably in Higher Education.

Other Relevant Information

- Flexibility to work after hours may be required
- Travel within Australia or overseas may be required.

Endorsed:	Signature: Name: Title: Date:	Approved:	Signature: Name: Title: Date:
------------------	--	------------------	--