

## Position Description – Growth Manager

### Position Details

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<b>Position Title:</b>	Growth Manager
<b>Position Number:</b>	NEW
<b>Portfolio:</b>	Operations
<b>School/Group:</b>	Global Marketing, Digital & Student Recruitment
<b>Campus Location:</b>	Based at the city campus, but may be required to work and/or be based at other campuses of the University.
<b>Classification:</b>	HEW 9
<b>Employment Type:</b>	Continuing
<b>Time Fraction:</b>	1.0

### RMIT University

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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](http://www.rmit.edu.au)

## College/Portfolio/Group

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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

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The Growth Manager is a member of the Market Intelligence & Proposition team within Global Marketing, Digital & Student Recruitment function. The Growth Manager is accountable for developing our core propositions and offers end to end. The appointee will work closely with marketing, digital and student recruitment teams to grow and optimise existing segments and drive new customer acquisitions and markets. They will be highly a commercial and analytical Manager with a strong ability to understand customer's needs and behaviour and translate into meaningful and achievable recommendations and initiatives.

## Reporting Line

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Reports to: Director, Market Intelligence & Proposition

Direct reports: Nil

## Organisational Accountabilities

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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

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- Accountable for the identification of immediate and longer-term acquisition opportunities and corresponding due diligence, including opportunity sizing and profitability analysis.
- Develop and implement strategic initiatives including business cases that drive commercial and customer outcomes.
- Build and maintain productive relationships across Colleges and Portfolios to synthesise profile, price and product strategies.
- Develop and lead strategies to respond to market changes to defend or grow market share
- Responsible for bringing talent and resources together across multiple teams within GMDSR with a goal to test, refine and deploy strategic initiatives.
- Collaborate with the Marketing and Recruitment teams on new product and propositions launches to ensure information and positioning is well defined.
- Developing compelling, structured business presentations that clearly articulate recommendations.
- Commission and undertake discipline, customer, industry and product research.
- Manage relationships with RMIT academics and other key University stakeholders to drive proposition development from inception to launch.
- Design, implement and communicate clear processes that drive effective and efficient proposition development.

**Key Selection Criteria**

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1. Experience in developing end to end propositions in large and complex organisations.
2. Proven commercial acumen and the ability to initiate programs of work, and deliver business and customer outcomes, measure impact and communicate effectively
3. Ability to influence senior leaders across the organisation in execution of a solid growth-oriented strategy
4. Demonstrated test and learn mindset and approach that fosters innovation and experimentation
5. Strong analytical and insight capabilities proven ability to independently analyse and interpret a wide range of information,
6. Demonstrated ability to consult and interact effectively with all levels of the organisation and develop strong business partnerships internally.
7. Demonstrated experience managing agile projects and working with and in cross-functional teams
8. Effective interpersonal skills with the ability to negotiate and influence others.
9. A strong commitment to a team-oriented, collaborative approach.

**Qualifications**

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Tertiary qualification in economics, marketing or business-related fields and/or demonstrated experience of a similar role within a large organisation.

<b>Endorsed:</b>	Signature: Name: Title: Date:	<b>Approved:</b>	Signature: Name: Title: Date:
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