

Position Description

International & Regional Squad Leader

Position No:	New
Business Unit:	Marketing and Digital
Division:	DVC (Global and Regional)
Department:	Marketing and Digital
Classification Level:	HEO8
Employment Type:	Full-time, Continuing
Campus Location:	Location Independent
Other Benefits:	http://www.latrobe.edu.au/jobs/working/benefits

Further information about:

La Trobe University - <http://www.latrobe.edu.au/about>

Position Context/Purpose

The Global and Regional Division leads the University's commitments to its markets and its communities and carries oversight of the University's strategic intent to connect both globally and locally to attract students and partners from across the world, and closer to home.

Reporting to the Metro Segment and Guild Leader, this role is responsible for leading the development and execution of the International and Regional segment marketing and campaign strategy. It is also responsible for leading a level of overarching marketing but non segment related projects as determined within the marketing strategy.

Duties at this level will include:

- Responsible for program development and implementation. Provides strategic support and advice to schools/business units requiring integration of a range of university policies and external requirements, and an ability to achieve objectives operating within complex organisation structures.
- Identifies trends, strengths, weaknesses, opportunities and risks in specialist areas of responsibility that may have an impact on the University/School/Division/Department/Sub-unit, to enable appropriate and timely action to be administered.
- Provides advice to staff at higher levels on program objectives, organisational structures and budget expenditure.
- Will have scope to reset priorities or resources within overall program objectives.
- May oversee a number of projects, to ensure each project is managed and delivered to specification, time and budget.
- May utilise and/or manage allocated budget/resources and control all related expenditure to ensure delivery of targets/objectives within budget.
- Contributes to planning and budgetary statements and delivery of service resources within budgetary constraints.

Skills at this level will include

- Ability to be responsible for program/system development and implementation.
- Demonstrated ability to manage multiple stakeholders to achieve stated outcomes.
- Demonstrated high level of self-motivation and personal management skills.
- Demonstrated experience working with and influencing senior management.
- Demonstrated experience managing and controlling budgets/resources/funding and an understanding of financial management procedures.
- Experience developing innovative solutions and contributing to strategic planning.
- Strong interpersonal skills including ability to negotiate, motivate, influence and build relationships.

Essential Criteria

Skills and knowledge required for the position

- Development of segment (including market and product) marketing strategy and promotional tactical plans. To deliver this strategy, this role will provide leadership and oversight of a cross-functional team to deliver squad projects and as such is responsible for the prioritisation, allocation and monitoring of these resources.
- Responsible for working with the colleges and schools, market intelligence, product and recruitment teams on strategy development and strategic prioritisation. Critical to the role is understanding the needs, priorities and targets of these areas that need to be considered and prioritised within the squad strategy.
- As required, lead the development and implementation of non-segment related marketing projects, campaigns or programs of work.

- A strong understanding of market and product analytics and being able to translate this to marketing and campaign strategy that utilises the entire marketing mix is essential.
- Work closely with the insights, product and recruitment teams to develop product/interest area CVPs that have corresponding marketing strategies that are insight led and compel action.
- Ability to analyse and interpret data to build comprehensive marketing strategies and campaigns, including product GTM.
- Sophisticated understanding of contemporary marketing practices and principles, including digital marketing, personalisation and automation.
- Familiarity in working with agile methodologies.
- Minimum of 3 years' experience in a similar role.
- Bachelor's degree in relevant field.

Capabilities required to be successful in the position

- Knowledge of own strengths, weaknesses and biases – modifying behaviour, based on self-reflection and feedback, to respond to others with empathy and act on feedback to improve knowledge, skills and behaviour.
- Ability to work collaboratively, demonstrate inclusivity and tailor communication in a way that is meaningful to the audience – consistently modelling accountability, connectedness, innovation and care.
- Demonstrated creative and critical thinking, ability to generate ideas to solve local problems and recommend improvements to current work practices.
- Ability to make sense of data to inform decision making – implementing ideas to improve local practices.
- Knowledge of own strengths, weaknesses and biases – modifying behaviour, based on self-reflection and feedback, to respond to others with empathy and act on feedback to improve knowledge, skills and behaviour.
- Ability to align individual and University goals and create a safe, inclusive, high-performing culture – modelling and enabling accountability, connectedness, innovation and care.
- Ability to cultivate and create space for creativity and innovation, enabling staff members to solve local problems and identify improvements to current work practices.
- Ability to make sense of data to inform decision-making – building a culture in which staff members actively contribute to the continuous improvement of local practices.

Essential Compliance Requirements

To hold this La Trobe University position the occupant must:

- hold, or be willing to undertake and pass, a Victorian Working With Children Check; AND
- take personal accountability to comply with all University policies, procedures and legislative or regulatory obligations; including but not limited to TEQSA and the Higher Education Threshold Standards.

Other Information

The position description is indicative of the initial expectation of the role and subject to changes to University goals and priorities, activities or focus of the job.

Position Flexibility

La Trobe University is committed to providing a diverse, inclusive and respectful working environment for all staff. We offer flexible work arrangements that can assist you in balancing your work and other responsibilities.

La Trobe Cultural Qualities

Our cultural qualities underpin everything we do. As we work towards realising the strategic goals of the University we strive to work in a way which is aligned to our four cultural qualities:

- *We are **Connected**:* We connect to the world outside — the students and communities we serve, both locally and globally.
- *We are **Innovative**:* We tackle the big issues of our time to transform the lives of our students and society.
- *We are **Accountable**:* We strive for excellence in everything we do. We hold each other and ourselves to account, and work to the highest standard.
- *We **Care**:* We care about what we do and why we do it. We believe in the power of education and research to transform lives and global society. We care about being the difference in the lives of our students and communities.

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Initials: Date: