POSITION DESCRIPTION

Position Title: Project Manager – Strategic Initiative, India
Organisation Unit: UQ International, Marketing, Recruitment and Admissions
Position Number: 3038908
Type of Employment: Full time, fixed term
Classification: Hew Level 8

THE UNIVERSITY OF QUEENSLAND

The University of Queensland (UQ) contributes positively to society by engaging in the creation, preservation, transfer and application of knowledge. UQ helps shape the future by bringing together and developing leaders in their fields to inspire the next generation and to advance ideas that benefit the world. UQ strives for the personal and professional success of its students, staff and alumni. For more than a century, we have educated and worked with outstanding people to deliver knowledge leadership for a better world.

UQ ranks in the world’s top universities, as measured by several key independent ranking, including the Performance Ranking of Scientific Papers for World Universities (45), the US News Best Global Universities Rankings (52), QS World University Rankings (51), Academic Ranking of World Universities (55), and the Times Higher Education World University Rankings (60). UQ again topped the nation in the prestigious Nature Index; and secured a greater share of Australian Research Council grants in 2016 ($24.5 million) than any other university nationally.

UQ has an outstanding reputation for the quality of its teachers, its educational programs and employment outcomes for its students. Our students remain at the heart of what we do. The UQ experience – the UQ Advantage – is distinguished by a research enriched curriculum, international collaborations, industry engagement and opportunities that nurture and develop future leaders. UQ has a strong focus on teaching excellence, winning more national teaching excellence awards than any other in the country and attracting the majority of Queensland’s highest academic achievers, as well as top interstate and overseas students.

UQ is one of Australia’s Group of Eight, a charter member of edX and a founding member of Universitas 21, an international consortium of leading research-intensive universities.

Our 50,000-plus strong student community includes more than 13,000 postgraduate scholars and more than 12,000 international students from 144 countries, adding to its proud 230,000-plus alumni. The University has about 7,000 academic and professional staff and a $1.7 billion annual operating budget. Its major campuses are at St Lucia, Gatton and Herston, in addition to teaching and research sites around Queensland and Brisbane city. The University has six Faculties and four University-level Institutes. The Institutes, funded by government and industry grants, philanthropy and commercialisation activities, have built scale and focus in research areas in neuroscience, biomolecular and biomedical sciences, sustainable minerals, bioengineering and nanotechnology, as well as social science research.
UQ has an outstanding track-record in commercialisation of our innovation with major technologies employed across the globe and integral to gross product sales of $11billion+ (see http://uniques.com.au/our-track-record).

UQ has a rapidly growing record of attracting philanthropic support for its activities and will have further success in this area as an important strategic aim going forward.

Organisational Environment

UQ’s Global Strategy is embedded in the UQ Strategic Plan across discovery, engagement and learning. Our successful global profile is the result of forging strategic partnerships with people and organisations across industry, government, sponsorship, philanthropy, alumni, higher education and research. In support of the University’s Global Strategy, the major functions of UQ International are:

- Identification and development of strategic international initiatives
- Developing and managing key global engagement priorities
- International marketing and promotion, including student recruitment
- International student admissions

UQ International is comprised of three sections: the Director’s Office (including International Admissions), International Marketing and Recruitment, and Global Engagement.

Information about the University can be accessed at http://www.uq.edu.au

Information for Prospective Staff

Information about life at UQ including staff benefits, relocation and UQ campuses is available at - http://www.uq.edu.au/current-staff/working-at-uq

DUTY STATEMENT

Primary Purpose of Position

This role is critical to the success of UQ’s India Marketing and Recruitment Strategy. Encompassing all aspects of marketing and recruitment (M&R) in India, the position will project manage a key strategic initiative for UQ to achieve an increase in international tuition fee revenue, and grow student diversity on UQ’s campuses in Australia.

Liaising with UQ stakeholders and contacts based in Australia eg government, India specific agencies etc. The role must develop positive working relationships with faculty and academic staff, and central administration units at the highest level to optimize strategy outcomes. The role will be proactive to support the India-based team to help address issues that impede the achievement of performance targets. This will involve a solution-based approach to business process or work streams, and an energy to drive best practice.

The role will model a culture of compliance to National legislation, and UQ policy and procedures, and support the UQ values and standards of ethics and integrity.

Travel to India is required for this position.
Duties

Duties and responsibilities include, but are not limited to:

In-market team establishment and ongoing management

- Employing an in-market team including finalizing position descriptions, consulting legal and contracting in-market hot desk and payment gateways.
- Arranging annual staff performance reviews with the Country Director, and ensure the Country Director conducts performance reviews of in-market staff and records are maintained.
- Working with Financial and Business Branch and HR, UQ to ensure appropriate policies and procedures are in place in India and staff are briefed. This will involve updating offshore representative ‘guidelines’.

Project Management

- Managing a remote team to implement a marketing and recruitment plan of marketing campaigns including digital, and events such as seminars, academic visits, guest lectures, recruitment exhibitions and school competitions.
- Support the Country Director in establishing agreed performance tracking of campaigns, and channel partners’ performance eg agents, schools and pathways.
- Preparing progress reports and presentations for management in consultation with the Country Director. This will involve analysing and interpreting internal and external data and reviewing against performance targets.
- Facilitating stakeholder meetings at UQ and rallying involvement in strategy elements.
- Providing recommendations and taking corrective action on issues in consultation with the Director – UQ International Marketing, Recruitment and Admissions, Deputy Director, International Marketing and Recruitment and Country Director.
- Manage the strategic initiatives budget for India. Including regular reporting to the Director– UQ International Marketing, Recruitment and Admissions.

Marketing & Product Development

- Prepare market research briefs to identify growth opportunities in regions or segments, and identify and assess the viability of new products, services and pathway partnerships in consultation with UQ stakeholders.
- Support the Country Director to monitor in-market agency timelines and the quality of marketing strategy or campaign developments.
- Assist with product development initiatives and ensure relevant input from UQ stakeholders.
- Ensure regular review of UQ entry requirements against competitors and seek approval of amendments from appropriate UQ representatives or committees.
- Support the in-market team to achieve marketing deadlines by obtaining support from UQ stakeholders.
Administration

- Any other duties as reasonably directed by your supervisor.

Other

Ensure you are aware of and comply with legislation and University policy relevant to the duties undertaken, including but not exclusive to:

- the University’s Code of Conduct
- requirements of the Queensland occupational health and safety (OH&S) legislation and related OH&S responsibilities and procedures developed by the University or Institute/School
- the adoption sustainable practices in all work activities and compliance with associated legislation and related University sustainability responsibilities and procedures
- requirements of the Education Services for Overseas Students Act 2000, the National Code 2007 and associated legislation, and related responsibilities and procedures developed by the University

Organisational Relationships

The position reports to the Director, UQ International Marketing, Recruitment and Admissions.

This position will work closely and collaboratively with the newly established India-based UQ M&R team, which will be led by an in-Country Director.

SELECTION CRITERIA

Essential

- Postgraduate qualifications or progress towards postgraduate qualifications and extensive relevant experience; or extensive experience and management expertise; or an equivalent combination of relevant experience and/or education/training.
- Demonstrated experience to lead and project manage strategic international marketing and sales initiatives, including monitoring milestones and deliverables, performance targets and managing the delivery of internal reports.
- Track record for motivating a remote marketing and sales team to reach performance targets, and to rally a range of stakeholders to support strategy objectives.
- Experience in managing a strategic budget in a matrixed environment. Including forecasting, reporting and planning.
- Proven experience in international marketing, including contracting in-market agencies, managing an annual plan of marketing and recruitment campaigns and events including digital, and preparing market research briefs to identify new opportunities.
- High level interpersonal, communication and analytical skills to prepare and present reports to management and represent an organization.
- Demonstrated conceptual, analytical and problem solving skills within complex work environment with a focus on continuous improvement.
• High level of computer literacy including the ability to extract and manipulate data using databases and develop complex business process maps' in a network environment.

**Desirable**

• Comprehensive knowledge of the India HE market, and experience in working within the culture to achieve commercial objectives.

The University of Queensland values diversity and inclusion.

Applications are particularly encouraged from Aboriginal and Torres Strait Islander peoples. For further information please contact our Australian Indigenous Employment Coordinator at: atsi_recruitment@uq.edu.au

Applications are also encouraged from women.

This role is a full-time position; however flexible working arrangements may be negotiated.