POSITION DESCRIPTION

Position Title:	Agile Project Manager – Customer Experience (CX) Program
Organisation Unit:	Marketing and Communications
Position Number:	NEW
Type of Employment:	Full Time Fixed Term for 12 months
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 CWTS Leiden Ranking (32), the Performance Ranking of Scientific Papers for World Universities (43), the US News Best Global Universities Rankings (42), QS World University Rankings (48), Academic Ranking of World Universities (55), and the Times Higher Education World University Rankings (69). Excluding the award component, UQ is now ranked 45th in the world in the ARWU, and is one of the only two Australian universities to be included in the global top 50.

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 52,000-plus strong student community includes more than 16,400 postgraduate scholars and more than 15,400 international students from 135 countries, adding to its proud 250,000-plus alumni. The University has more

than 6,600 academic and professional staff (full-time equivalent) and a $1.75 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://uniquest.com.au/our-track-record).

UQ has a rapidly growing record of attracting philanthropic support for its activities and this will be a strategic focus going forward.

Organisational Environment

The University of Queensland (UQ) is about to significantly invest in best practice digital Customer Experience transformation program. The aim of the program is to enhance the University position, relationships and reputation with its various stakeholder groups through high quality marketing and communications strategies.

UQ is looking to recruit a number of newly created key roles to develop our bench-strength in customer experience, digital marketing and manage and the delivery the program.

The CX Program is a joint partnership with Information Technology Services (ITS) and Office of Marketing and Communication (OMC) and aims to deliver a host of benefits to UQ through the provision of strategy, performance measures, technology platforms, policies and processes to enable an enterprise wide, coordinated personalised engagement experience for all UQ's key stakeholder groups.

The tangible benefits of the program can be broken down into three main categories:
- Uplift in stakeholder experience
- Increased effectiveness of marketing and communications
- Streamlined operations

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

The Agile Project Manager will be responsible for cross-functional day to day delivery of prioritized CRM, Marketing Automation Implementation project. This role will use specific discipline & technical knowledge in agile and MarTech (CRM, MA)in delivery outcomes for UQ's Customer Experience transformation program.

The Digital Delivery Lead will providing effective collaboration, continuous stakeholder engagement, facilitation, leadership and coaching skills to support the CRM and MA Program.

Duties
Duties and responsibilities include, but are not limited to:

- Facilitating the execution and completion of CRM and Marketing Automation by ensuring that cross-functional teams maintain unimpeded focus on the accomplishment of objectives and deliverables or the project.

- Engage with key business and technical groups, and external parties, to analyse, understand and document their business, functional and data requirements in order to deliver strategic information systems projects for the University

- Working with team members, other delivery leaders, team leaders, program manager(s) and stakeholders, to identify / manage cross-organisational dependencies and remove any impediments for the team while promoting self-management and individual accountability.

- Organising and facilitating sprint planning for internal team as well as external parties jointly, daily stand-up meetings, reviews, retrospectives, demonstrations and other required meetings.

- Fostering a team culture of innovation, creativity and thinking outside-the-box while adhering to architectural, governance, best practices and change guidelines. Effectively listening to the teams' opinions/suggestions and empowers the team to take ownership.

- Tracking and communicating team velocity and sprint/release progress.

- Ensuring the team is practicing the core delivery principles of collaboration, prioritisation, team accountability and visibility.

- Any other responsibilities in line with the level of the role as directed by the CX Program Manager (CRM and Marketing Automation).

<u>Other</u>
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 of 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 CX Program Manager, and will be responsible for working with all project and virtual team members.

SELECTION CRITERIA

Essential

- Proven domain experience in Project delivery of CRM, Marketing Automation, Data and Integrations
- Agile qualifications or extensive experience as a Project Manager, scrum master, delivery lead or iteration manager with a customer-led focus on delivering CRM and Marketing Automation.
- Forming delivery roadmap, project plans, broken further into Backlog and release cycles.
- Hands on experience using delivery processes, tools and technologies to deliver (such as JIRA, Wrike or similar collaboration & planning tools).
- A comprehensive understanding and substantial experience in the application of a delivery lifecycle including methods and frameworks of agile, business analysis, development or testing methods.
- Exceptional analytical, conceptual and critical thinking skills.
- Experience in using and understanding complex structures (systems, processes and organizational structures), preferably in a large complex environment.
- Demonstrated ability to lead strongly in project teams to deliver projects successfully, including strong interpersonal and relationship management skills
- Demonstrated ability to handle conflict resolution between requirements and deliverables
- Willingness and ability to take responsibility, work well under pressure and to manage conflicting demands.

- Experience working at an enterprise level in financial services, retail or higher education.

- Experience in CRM (Salesforce, Dynamics etc), Marketing Automation (Marketo, Adobe, Salesforce etc), Data Migration and Integrations

- PAAS and SAAS across MarTech, Analytics, Marketing and Advertising - e.g. Google, Salesforce, Microsoft Dynamics, Marketo, Adobe, SAS, Oracle and IBM or similar.

The University of Queensland values diversity and inclusion and actively encourages applications from those who bring diversity to the University. Please refer to the University's Diversity and Inclusion webpage (http://www.uq.edu.au/equity) for further information and points of contact if you require additional support.

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

Accessibility requirements and/or adjustments can be directed to HR contact: _recruitment@uq.edu.au_