POSITION DESCRIPTION

Customer Relationship Manager

Position Summary
The Australian Graduate School of Management (AGSM) Leadership Academy is a new business unit within AGSM Short Courses @ UNSW Business School. The Leadership Academy collaborates with partner organisations to develop the capabilities of their leaders by co-designing and delivering exceptional learning experiences across the breadth and depth of their enterprise to ensure ‘whole of organisation’ outcomes are achieved. Supporting large cohorts over multiple years, the Leadership Academy provides integrated, ‘turn key’, programmatic leadership development to enable organisations achieve strategic goals and transformation objectives. Combining client data and academic research insights, the Leadership Academy provides its partners with certainty in outcomes and a clear, measurable return on a commitment to learning.

The Customer Relationship Manager brings the participants, or learners, perspective to bear throughout the design, pilot and delivery of learning experiences provided by the Leadership Academy. The role is responsible for engaging with and proactively supporting participants throughout their learning journey, assisting where required to guide, troubleshoot and monitor participants as they progress. The Customer Relationship Manager has a crucial role to play in ensuring that the learner receives a highly personalised, well-supported, seamless and impactful experience - from their onboarding to a program through to their successful completion of it. The Customer Relationship Manager also has a role in looking for opportunities to improve the effectiveness of the learning experience by analysing and reporting on the data generated by participants as they complete their learning.

The position reports to the Head of Enterprise Relationships.

Accountabilities
Specific accountabilities for this role include:

- Manage and support participants across multiple communication channels throughout the learner lifecycle including: (i) development of marketing initiatives to raise awareness of the learning to
potential participants and maximise enrolments; (ii) learner candidate identification and suitability assessment; (iii) onboarding to the learning program; (iv) in-program support in different learning modes, such as online and face-to-face; (v) program impact evaluation and assessment coordination and reporting; (vi) engagement with participants that are falling behind; and (vii) building and supporting alumni communities of past participants.

- Contribute to the learning and pilot program design by bringing the participant perspective to bear to ensure a compelling, seamless, intuitive, and engaging learning experience across all learning platforms and modalities. Facilitate participant engagement in the learning design through workshops and surveys techniques.

- Develop and implement new learning experiences on preferred technology platforms and face-to-face venues based on the proposed learning design, providing advice and ongoing experimentation and testing to ensure an optimal participant experience.

- Define, monitor and manage the key performance indicators for participants, setting minimum success requirements in collaboration with client organisations and tracking trends across participant cohorts for pilot design iteration and continuous improvement thereafter.

- Consolidate, analyse and insight development and reporting on qualitative and quantitative data generated from participants and their engagement with the learning experience to (i) identify what is working and what could be improved; (ii) assess evaluation and impact patterns; (iii) offer insights regarding the effectiveness of the learning experience; and (iv) provide succinct and relevant feedback to partner organisations.

- All other reasonable duties as directed by the Head of Enterprise Relationships.

- Align with and actively demonstrate the UNSW Values in Action: Our Behaviours and the UNSW Code of Conduct.

- Cooperate with all health and safety policies and procedures of the university and take all reasonable care to ensure that your actions or omissions do not impact on the health and safety of yourself or others.

Skills and Experience

- Relevant tertiary qualification with subsequent relevant experience or equivalent competence gained through any combination of education, training and experience.

- Demonstrated experience providing effective customer service and support to stakeholders at all levels, preferably in an adult learning context.

- 2+ years customer success or account management experience, with experience in a SaaS or digital learning business preferable.

- Excellent qualitative and quantitative data analysis and interpretation skills with the ability to develop, report on and communicate participant and learning information and monitor trends and identify patterns.

- Excellent time management and organisational skills, with the ability to work well under pressure and manage multiple tasks with competing deadlines, adopting a commitment to providing excellent participant service with a high level of attention to detail and accuracy.

- Highly advanced interpersonal, written and oral communication skills.
• Exceptional analytical, conceptual and creative problem-solving skills including demonstrated ability to quickly assimilate new concepts and information, to think laterally and innovate, and deliver flexible solutions.

• Excellent ability to adapt, operate and respond effectively to ambiguity, change and uncertainty.

• Demonstrated ability to work in a team, collaborate across disciplines and build effective relationships.

• An understanding of and commitment to UNSW’s aims, objectives and values in action, together with relevant policies and guidelines.

• Knowledge of health and safety responsibilities and commitment to attending relevant health and safety training

Pre-employment checks required for this position

• Verification of qualifications

About this document

This Position Description outlines the objectives, desired outcomes, key responsibilities, accountabilities, required skills, experience and desired behaviours required to successfully perform the role.

This template is not intended to limit the scope or accountabilities of the position. Characteristics of the position may be altered in accordance with the changing requirements of the role.