POSITION DESCRIPTION

Future Student Faculty Partner

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<th>Position Level</th>
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<tbody>
<tr>
<td>Faculty/Division</td>
<td>DVC-Academic and Student Life</td>
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<tr>
<td>Position Number</td>
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Position Summary

The Future Student Faculty Partner (FSFP) is a key position within the Future Students unit and will be accountable for driving long-term student revenue growth in the faculty, ensuring that the faculty student recruitment targets and marketing priorities are reflected accurately in the Future Students strategic plan and implemented accordingly, consistently monitoring progress and reporting on outcomes.

The FSFP is accountable for optimising the faculty product portfolio by shaping marketing and student recruitment initiatives for local and international markets. The FSFP will manage the lifecycle of programs to improve competitiveness, driving the outcomes of volume, quality and diversity and supporting the development of new programs that seize new demand opportunities.

The FSFP will act as the principal conduit between the business unit (faculty) and centrally based teams, balancing business unit needs whilst working collaboratively with central teams to deliver better outcomes for the overall UNSW community.

As a dedicated faculty resource, this role will be a key trusted partner to senior members of the business unit, providing strategic advice and operational support to senior staff within their local areas. The FSFP will also be required to establish trusted relationships with other University stakeholders to gain and share information/ideas and build collective buy-in across their areas of influence.

The FSFP reports to the Product Marketing Lead and will have no direct reports. The Future Student embedded faculty teams have a dotted reporting line into the FSFP.

Accountabilities

Specific accountabilities for this role include:
• Lead the development of the faculty marketing and student recruitment strategy in line with the overarching Faculty strategy and UNSW Future Students strategy, incorporating achievement of faculty student load plan targets and strategic initiatives

• Act as a trusted advisor to the Faculty Leadership in matters related to product strategy and portfolio management, student recruitment and marketing, to identify critical ways in which the faculty can achieve its domestic and international recruitment goals.

• Identify key market dynamics that will impact future student acquisition for the faculty and provide proactive and actionable insights that inform long-term and short-term initiatives, based on clear evidence and research.

• Responsible for shaping and optimising the faculty product portfolio to improve portfolio market share and maximise new demand opportunities across domestic and international markets, including oversight of new program development, market research and go to market launch, core program benchmarking, competitive monitoring and recommendations for remedial program positioning.

• Work closely with the faculty leadership team to prioritise and articulate Future Students operational requirements, ensuring priorities translate into successful outcomes via a comprehensive annual operating plan linked to measurable targets. Provide a regular suite of reports for the Faculty leadership team to track performance and progress versus plan.

• Responsible for development of the faculty future student brand positioning consistent with the overarching UNSW Heart-Hand-Mind position and ensuring all marketing and content activity to promote future student programs reinforces UNSW’s distinctiveness in the market.

• Responsible for the faculty input and facilitation of strategic initiatives and process improvements that deliver increased efficiency and effectiveness of marketing and recruitment activities. Play a pivotal role in the adoption of new systems to ensure programs are developed on sound evidence and will maximise benefit and minimise cost to the faculty / business unit.

• Ensure the ‘Service Level Agreement between the Faculty and the Future Students business unit is clear and expectations are well understood on both sides. Ensure service levels are met through regular monitoring and review of activity, escalating issues proactively. Play a critical role in improving the ‘customer satisfaction’ rating of Faculties with Future Students (as measured through UniForum).

• Foster strong value-adding relationships and networks within Faculties and central support Divisions and work collaboratively and proactively with other divisional leads to share ideas and leverage efficiencies for faculty advancement.

• Participate within the Future Student Leadership Team, contributing to creating a respected and valued service. Deliver a highly customer-focused service and demonstrate commitment to collaboration, excellence and continuous improvement.

• 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

• A relevant degree with extensive experience in senior business partnering/stakeholder management roles, or an equivalent level of industry knowledge gained through any other combination of education, training and experience.

• Outstanding relationship management skills, with a demonstrable track record of fostering and maintaining strong and successful internal and external networks, supporting successful organisational outcomes.
• Demonstrated success in designing and delivering sales and marketing strategies that achieve business outcomes for complex product/service portfolios.
• Strong commercial acumen and an ability to set targets, plan complex work plans and review return on investment to achieve business outcomes.
• Proven track record in managing complex projects with high-level critical thinking and analytical skills plus the ability to distil complex information and finalise development objectives.
• Demonstrated ability to provide strategic advice and operational support to Senior Executives and/or influence, as appropriate, to ensure successful outcomes.
• Successful record of managing multiple, complex initiatives, coupled with a genuine passion for customer service. University and Faculty experience is highly desired.
• 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.

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.