POSITION DESCRIPTION

Future Student Faculty Partner

<table>
<thead>
<tr>
<th>Position Level</th>
<th>Senior Appointment</th>
</tr>
</thead>
<tbody>
<tr>
<td>Faculty/Division</td>
<td>DVC-Academic and Student Life</td>
</tr>
<tr>
<td>Position Number</td>
<td>ADMIN ONLY</td>
</tr>
<tr>
<td>Original document creation</td>
<td>October 2020</td>
</tr>
</tbody>
</table>

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 domestic and international load plan targets and strategic 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 maximising market share of the faculty product portfolio by shaping initiatives for local and international markets that improve competitiveness of existing programs and the development of new programs to maximise new demand opportunities.

The FSFP will draw upon strong expertise to act as the principal conduit between the business unit and centrally-based teams, balancing the business unit needs whilst working collaboratively with the Central team to deliver better outcomes for the overall UNSW community. As an embedded faculty resource, this role will be a key advisory to senior members of the business unit, providing strategic advice and operational support to senior staff within their local areas. The FSFBP 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 Head of Future Students Strategy & Planning 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:

- 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.
• Lead the development of the faculty Future Students strategy in line with the overarching Faculty strategy and UNSW Future Student strategy, incorporating achievement of faculty student load plan targets and strategic initiatives, plus reporting of progress versus plan.

• Provide senior Future Student Recruitment advice to business unit Leadership, to identify critical ways in which the Faculty can achieve its domestic and international Future Student goals.

• Identify key market dynamics that will impact future student acquisition for the faculty and provide perceptive insight to inform long-term and short-term Future Student initiatives, based on clear evidence and strong research.

• Responsible for shaping 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 leadership team to prioritise and articulate Future Students operational requirements, ensuring priorities translate into successful outcomes via a comprehensive workplan 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 (e.g. DMP, CRM) and process improvements that deliver increased efficiency and effectiveness of FSR 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/Division.

• 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 through agreed channels. Play a pivotal role to improve the ‘customer satisfaction’ rating with Future Student Recruitment.

• Foster strong value-adding relationships and networks within the Faculties and work collaboratively and proactively with other Faculty/Divisional leads to share ideas and leverage efficiencies for faculty advancement.

• 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.
• Strong commercial acumen and an ability to set targets, plan complex work plans and review return on investment to achieve business outcomes.

• Demonstrated success in designing and delivering sales and marketing strategies that achieve business outcomes for complex product/service portfolios.

• 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 to 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.