Position Summary

College / Division: Student Services and Operations
School / Section: Tasmania Engagement
Location: Hobart / Launceston / Cradle Coast
Classification: HEO Level 9
Reports to: Director Tasmania Engagement
Direct reports: Nil

The Opportunity

The Manager, Strategic Recruitment & Engagement will work across the Tasmania Engagement team to provide direction and leadership for high quality planning, strategy, development, delivery, and measurement of initiatives that grow Tasmanian student participation in higher education and enhances the reputation of the University amongst partnership organisations and the wider community. They will demonstrate high standards of leadership and self-motivation, driving business development activities.

About the University of Tasmania

In 1890, our university was founded with an important purpose: providing our island with the academic excellence to thrive. Today, we continue to make our home a better place. And working together, we do extraordinary things that have global outcomes.

From early on, our role has been to help people flourish and thrive. Isolation and a small population require us to work harder. The stories of our island are told by those needing to solve unique problems in unique ways. Here, success takes a quiet determination and adaptability. In turn, this makes us broader, more rounded, multi-skilled thinkers and creative problem solvers, and it sees our institution generative powerful ideas for and from Tasmania.

Because of our unique setting and challenges we go beyond creating places of learning. We strive to stimulate economic growth, lift literacy, improve health outcomes for Tasmania and nurture our environment as it nurtures us.

We welcome enquiring minds, from near and far, to join us in our pursuit of the extraordinary.
Accountabilities and outcomes

Key Result Areas

- Analyse the external environment and have accountability for developing, instigating and driving business development activity aimed at growing Tasmanian student participation in higher education.
- Conceptualise, develop, execute and maintain currency of a Tasmanian adult learner recruitment plan through high-level consultation with internal and external stakeholders, collaboration and market analysis.
- Identify and instigate opportunities to build strategic alliances with external bodies locally and nationally including governments, other education and research institutions, schools and industry bodies aimed at growing Tasmanian participation in higher education.
- Act as a leader within the Student Services and Operations Division, encouraging a collaborative and purpose-driven culture and supporting others to achieve mutually agreed goals.
- Engage with stakeholders, including the University marketing and communications teams, to design and execute events and campaigns that will grow the Tasmanian market for the University.
- Prepare and communicate regular performance reporting documentation and market insights to the Director Tasmania Engagement and other internal stakeholders in order to inform the development of future strategy.
- Build and enhance detailed performance metrics to inform decision making for continuous improvement.
- Undertake other duties as required.

Behavioural Expectations

We aim to everyone to have a positive experience at our university, and all staff contribute toward creating a university culture that is safe and supportive, enabling our community to flourish by:

- Treating all others – staff, students and community with fairness, equity and respect.
- Ensuring the workplace is an inspiring and safe place to be.
- Ensuring the workplace is free from harassment, bullying, victimisation and discrimination.

Success profile

Personal Attributes

- Innovative: Able to produce new ideas and adopt radical solutions. Readily applies theories and concepts to form strategies and navigate future trends.
- Evaluative: Excels at examining information and asking probing questions, documenting facts and interpreting data in an objective manner.
- Communicative: Enjoys articulating information and giving presentations. Shapes opinion through influencing skills while challenging established views and assumptions.
- Structured: Works methodically to organise and plan tasks, upholds standards and works quickly, able to multitask to produce outcomes.
Core Capabilities

- **Strategy into Action**: Able to set, operationalise and activate strategy into specific actions, timelines and responsibilities to enable the University to deliver on key strategic goals.
- **Holistic Decision Making**: Able to form sound judgements based on all available information, considering the potential impacts of decisions from a broad range of perspectives before taking definitive action.
- **Growth Mindset**: Adopts a growth mindset and consistently seeks feedback, makes others comfortable with taking risks and experimenting to improve over time.
- **Innovation Management**: Effectively facilitates idea generation within and across teams. Brings cohorts of people together to incubate ideas from concept to design to implementation. Fosters and enables safe spaces for creative thinking and contribution.

Role Specific Skills, Knowledge and Experience

- **Post-graduate qualification in a relevant area with extensive relevant experience; or an equivalent combination of relevant experience and education/training.**
- **Demonstrated success in recruitment or business development, preferably within the Australian education sector.**
- **Proven ability to manage projects and concurrent priorities, as well as work independently and apply continuous improvement principles.**
- **Demonstrated commercial acumen, stakeholder management and strong influencing, problem-solving and analytical skills.**
- **High-level communication, interpersonal and negotiation skills, with a strong record of bringing individuals and teams together, to deliver on business development objectives.**
- **Proactive, creative, results-oriented outlook and able to thrive in a fast-paced environment.**
- **Demonstrated ability to gather, analyse and communicate data and other market intelligence to inform and develop strategy.**
- **Capacity and willingness to undertake extensive domestic travel.**

Qualifications and Licences

- **Current Tasmanian Registration to Work with Vulnerable People (Registration Status - Employment).**
- **Current Australian Driver Licence**

Other Requirements

To be eligible for this position, you are required to hold Australian or New Zealand Citizenship, permanent residence or a valid visa that enables you to fulfil the requirements of this role.
Learn more
Visit our website to read more, watch videos, and discover your future with the University of Tasmania.

utas.edu.au

CRICOS Provider Code 00586B/OOM0610043

The intention of this Position Description is to highlight the most important aspects, rather than to limit the scope or accountabilities of this role. Duties may be altered in accordance with the changing requirements of the position.