



POSITION DESCRIPTION

External Relations Unit
Faculty of Arts

Senior Development Manager, Faculty of Arts

POSITION NO	0043816
CLASSIFICATION	PSC 8
SALARY	\$99,199 - \$107,370 p.a.
SUPERANNUATION	Employer contribution of 17%
WORKING HOURS	Full-time
BASIS OF EMPLOYMENT	Continuing
OTHER BENEFITS	http://about.unimelb.edu.au/careers/working/benefits
HOW TO APPLY	Online applications are preferred. Go to http://about.unimelb.edu.au/careers , select the relevant option ('Current Staff' or 'Prospective Staff'), then find the position by title or number.
CONTACT FOR ENQUIRIES ONLY	Jason O'Leary Tel +61 3 8344 3740 Email joleary@unimelb.edu.au <i>Please do not send your application to this contact</i>

For information about working for the University of Melbourne, visit our website:
about.unimelb.edu.au/careers

Position Summary

The Senior Development Manager Faculty of Arts is responsible for developing and implementing an integrated marketing and recruitment strategy for graduate coursework & RHD programs to achieve domestic and international load and revenue targets. The position aims to enhance and promote the Faculty of Arts (through the Bachelor of Arts), Graduate School of Humanities and Social Sciences' and Melbourne School of Governments' reputation and program offerings through strategic profiling, communications and marketing, both nationally and internationally. As a member of the Faculty of Arts Marketing, Recruitment & Communications Team, the position reports to the Manager; Marketing, Recruitment & Communications.

The Senior Development Manager will directly supervise the marketing and recruitment staff within the Faculty and will oversee the Faculty's future student marketing and recruitment strategy. The Senior Development Manager must effectively coordinate with the communications, alumni and partnerships teams to ensure a coordinated and effective approach is adopted when recruiting students and engaging with international markets. It requires in-depth knowledge of the Faculty's program offerings and the ability to communicate this knowledge to a range of stakeholders including agents, prospective students, industry groups and partners.

The Senior Development Manager is the main point of contact with Onshore & Offshore Recruitment teams (External Relations, University Services) and admissions staff to develop processes and procedures, including conversion strategies, to enable effective enquiry management. The position involves responding to prospective student enquiries.

The Senior Development Manager will present information sessions to prospective students on undergraduate and graduate programs for the Faculty of Arts. The role requires an innovative individual, who will take initiative to implement strategies and process improvements.

1. Key Responsibilities

1.1 MARKETING & RECRUITMENT

- ▶ Responsible for developing and implementing an integrated future student marketing and recruitment strategy for graduate coursework, RHD in the Faculty of Arts, to achieve domestic and international load and revenue targets.
- ▶ Acts as the key interface with External Relations regarding student recruitment. Key liaison with Associate Director Onshore and Associate Director Offshore, aligning our program of events, campaigns and recruitment activities with the External Relations recruitment strategy.
- ▶ Responsible for developing and implementing the yearly tactical plan for recruitment activities.
- ▶ Oversee the management of the Faculty of Arts international partnerships by gaining in-depth understanding of partner institutions, identifying opportunities for collaboration and developing long-term working relationships with overseas colleagues
- ▶ Coordinate the Bachelor of Arts course content specialist and aid in the effective development and implementation of marketing and recruitment for the Bachelor of Arts.
- ▶ In collaboration with the Web and Communications team, leverage technology to enhance the Faculty's recruitment and profiling activities (including web, publication and social media channels).

- ▶ Evaluate return on investment of all marketing activities, and develop processes to continuously improve marketing strategies and activities.
- ▶ Develop and implement a variety of conversion strategies that are market specific and market sensitive to ensure load targets are met.
- ▶ Responsible for implementing international marketing and recruitment plans (including country plans) for a defined number of international markets, including diversity markets.

1.2 STUDENT PROFILE

- ▶ Undertake regular market analysis to identify key and emerging markets and to monitor competitor activity.
- ▶ Respond to prospective student enquiries providing timely and accurate advice in relation to program offerings, and work closely with University Services and admissions and selection staff to develop processes and procedures, to enable effective enquiry management.
- ▶ Provide leadership and expert advice on the international education sector and domestic markets to inform marketing and recruitment campaigns and opportunities for collaboration with overseas institutions.

1.3 STAKEHOLDER LIAISON

- ▶ Proactively monitor and evaluate existing International Partners to deliver on the terms and schedules of activities as outlined in agreements.
- ▶ Provide advice to internal stakeholders on best practice for the development of international partnerships
- ▶ Manage and coordinate liaison with University Services, other graduate schools, overseas representatives, Australian government bodies and academics travelling overseas for marketing purposes.
- ▶ Oversee the legal and compliance requirements of all international agreements from concept through to operationalization. Working with the International Relations Office (IRO) and the University's legal department.
- ▶ Support the development of the Faculty's internationalization strategy by providing timely evidence based market information, knowledge and advice.

1.4 BUSINESS DEVELOPMENT

- ▶ Identify new global opportunities for the Faculty of Arts including but not limited to: short courses, short term mobility (inbound and outbound) for both students and academics and develop new opportunities with partners that deliver new income generating activities.
- ▶ Oversee the development and implementation of collaborative agreements with overseas institutions consistent with the Faculty's internationalization strategy.
- ▶ Assist with identifying new opportunities for the development of strategic partnerships with cultural and industry organisations

1.5 BRAND MANAGEMENT

- ▶ Represent the Faculty and its graduate Schools at a range of on and off campus events and internationally.

- ▶ Provide high quality strategic input and advice to the development and maintenance of the GSHSS's and MSOG visual identity through its physical and virtual materials, and work collaboratively with University Services and the broader team within the faculty to ensure brand guidelines are implemented and supported.

1.6 INTERNAL COMMUNICATIONS

- ▶ Contribute to Faculty & central publications, both print and web-based, on areas of expertise that support activities for the Faculty.

1.7 ORGANISATION & LEADERSHIP

- ▶ Work as part of the broader team of the External Relations team providing support during peak period and other major public relations activities and collaborative within and across functional areas in the Faculty to ensure broader divisional goals and objectives are being met.
- ▶ Maintain functional excellence and ensure continuous improvement and industry best practice of the portfolio in the Faculty.
- ▶ Comply with quality assurance, in line with requirements under the University's risk management framework including OH&S, legislation, statutes, regulations and policies
- ▶ Selection C Occupational Health and Safety (OH&S) and Environmental Health and Safety (EH&S) responsibilities as outlined in section 6.

2. Selection Criteria

2.1 ESSENTIAL

- ▶ Postgraduate qualifications in a relevant discipline and or equivalent mix of education and relevant experience
- ▶ Demonstrated experience in working in Marketing and Recruitment, preferably in the higher education context, both domestically and internationally
- ▶ Understanding of trends and opportunities and key domestic and international markets particularly as they relate to the humanities and social sciences.
- ▶ Ability to interpret and analyse relevant data sets and information to inform future recruitment strategy.
- ▶ Demonstrated experience in developing, negotiating and executing institutional agreements, preferably within the higher education context (University to University agreements to facilitate student & academic exchange, research and engagement opportunities)
- ▶ Strong track record of managing human, financial and other resources, particularly developing, guiding and motivating recruitment teams
- ▶ Availability to undertake international and national travel for recruitment and profiling

2.2 DESIRABLE

- ▶ A thorough knowledge of the University of Melbourne's policies and procedures relating to research and graduate studies particularly in reference to the Melbourne Model and Growing Esteem.

- ▶ Experience in key international markets including but not limited to, China, South-East Asia and India.
- ▶ Demonstrated ability to diversify markets and grow existing small international markets.
- ▶ An established network of contacts in international education within Australia and overseas.

3. Job Complexity, Skills, Knowledge

3.1 LEVEL OF SUPERVISION / INDEPENDENCE

This position operates with a high level of independence under the broad direction of the Manager, Marketing, Recruitment & Communications. The Senior Development Manager is required to be an effective team member of a strategic management group, sharing expertise and resources and working closely with the Marketing and Development team, the Manager, Marketing and Recruitment, the Dean, the Director and the Executive Manager.

The incumbent is expected to work independently, be self-motivated, prioritise workloads and plan ahead.

3.2 PROBLEM SOLVING AND JUDGEMENT

The Senior Development Manager -exercises judgement in relation to the full range of student administration functions undertaken at Faculty level. This requires the development of a high level of knowledge of Faculty, University and Government regulations relating to academic programs and students (both onshore and offshore). The Manager also exercises judgement in relation to the University's and Faculty's policies and procedures regarding students (international, national and non-award) in credit transfer, promotion of academic programs and student support. The Manager provides advice to senior Faculty and University officers on these matters as appropriate. When necessary, the Manager is expected to show initiative, and to make judgements and recommendations without reference to other staff.

3.3 PROFESSIONAL AND ORGANISATIONAL KNOWLEDGE

The Senior Development Manager is required to develop expert knowledge of the University's and Faculty's policies and procedures regarding academic programs, student enrolment, selection requirements, credit transfer, fees, visa requirements, and assessment of international qualifications. The Manager must also understand and make a contribution to both the Faculty's and the University's strategic plans. The position also demands knowledge of the general policies and procedures relevant to the Faculty's undergraduate and graduate programs.

The Manager is expected to provide high quality advice on policies and procedures relating to student markets and existing and new clients in areas of marketing intelligence, recruitment, strategic planning, enrolment procedures, overseas qualifications and education systems and academic programs.

Such information should form the bases of expert advice in these areas to senior officers of the University, Faculty and Schools, Faculty Committees, other members of the Faculty Office, University staff and students, and to representatives of our partner institutions overseas.

3.4 RESOURCE MANAGEMENT

The Senior Development Manager is responsible for managing a team and for developing program budgets specific to target markets and portfolio activities in the first instance. The Senior Development Manager will make recommendations to the Faculty through the Manager, Marketing, Recruitment & Communications, and the relevant Associate Deans regarding the allocation of resources, and is responsible for coordinating the use of these resources.

The Senior Development Manager is responsible for managing and promoting the Faculty's programs and other tasks expected of members of the Faculty. At times, the Senior Development Manager may be called upon to assist with activities on behalf of other team members such as attendance at events, representation at university meetings, international travel and other duties, as required.

4. *Equal Opportunity, Diversity and Inclusion*

The University is an equal opportunity employer and is committed to providing a workplace free from all forms of unlawful discrimination, harassment, bullying, vilification and victimisation. The University makes decisions on employment, promotion and reward on the basis of merit.

The University is committed to all aspects of equal opportunity, diversity and inclusion in the workplace and to providing all staff, students, contractors, honorary appointees, volunteers and visitors with a safe, respectful and rewarding environment free from all forms of unlawful discrimination, harassment, vilification and victimisation. This commitment is set out in the University's People Strategy 2015-2020 and policies that address diversity and inclusion, equal employment opportunity, discrimination, sexual harassment, bullying and appropriate workplace behaviour. All staff are required to comply with all University policies.

The University values diversity because we recognise that the differences in our people's age, race, ethnicity, culture, gender, nationality, sexual orientation, physical ability and background bring richness to our work environment. Consequently, the People Strategy sets out the strategic aim to drive diversity and inclusion across the University to create an environment where the compounding benefits of a diverse workforce are recognised as vital in our continuous desire to strive for excellence and reach the targets of Growing Esteem.

5. *Occupational Health and Safety (OHS)*

All staff are required to take reasonable care for their own health and safety and that of other personnel who may be affected by their conduct.

OHS responsibilities applicable to positions are published at:

<http://safety.unimelb.edu.au/people/community/responsibilities-of-personnel>

These include general staff responsibilities and those additional responsibilities that apply for Managers and Supervisors and other Personnel.

6. Other Information

6.1 ORGANISATION UNIT

The External Relations Unit in the Faculty of Arts is responsible for effectively supporting, integrating and coordinating the Faculty of Arts' Alumni Relations, Industry Partnerships, Public Programs, Executive and Community Education as well as Marketing, Communications and Student Recruitment activities. The unit is responsible for all external engagement activities, both national and international, ensuring that all activities support the Faculty's broader research, teaching, learning and internationalisation strategies. The unit works collaboratively with academic and professional staff across a number of business units of the Faculty, academic schools and graduate schools, as well as with the External Relations portfolio in University Services.

6.2 BUDGET DIVISION

The Faculty of Arts is at the forefront of teaching and research in the languages, humanities and social sciences fields in Australia and in many cases internationally. Founded in 1853, it is one of Australia's oldest and largest faculties with approximately 400 staff and 7000 students - 6000 undergraduates and 1000 postgraduates – engaged in over 900 subjects in more than 40 areas of study. Over 600 international students from more than 50 different countries representing five continents are currently studying towards degrees offered in the Faculty.

As Australia's premier Arts faculty, it aims to provide an exciting, high-quality intellectual environment that will attract the best students and staff across a wide range of disciplines.

The Faculty of Arts maintains strong connections with leading international universities through research collaborations and student exchange programs, and nurtures relationships with government, not-for-profit and private organisations through student internship placements, research projects and community engagement.

As well as housing the Graduate School of Humanities and Social Sciences and the Melbourne School of Government, the Faculty of Arts also comprises five academic schools:

- ▶ Asia Institute
- ▶ School of Culture and Communication
- ▶ School of Historical and Philosophical Studies
- ▶ School of Languages and Linguistics
- ▶ School of Social and Political Sciences

Our students and staff are supported by business units within the Faculty including:

- ▶ The Office of the Dean and Faculty Executive Director
- ▶ The Academic Support Office
- ▶ The Strategy, Planning and Resources Unit
- ▶ The External Relations Unit
- ▶ The Research Office
- ▶ The Human Resources Office

For more information on the Faculty please see www.arts.unimelb.edu.au

6.3 THE UNIVERSITY OF MELBOURNE

Established in 1853, the University of Melbourne is a leading international university with a tradition of excellence in teaching and research. The main campus in Parkville is recognised as the hub of Australia's premier knowledge precinct comprising eight hospitals, many leading research institutes and a wide-range of knowledge-based industries. With outstanding performance in international rankings, the University is at the forefront of higher education in the Asia-Pacific region and the world.

The University employs people of outstanding calibre and offers a unique environment where staff are valued and rewarded.

Further information about working at The University of Melbourne is available at <http://about.unimelb.edu.au/careers>.

6.4 GROWING ESTEEM, THE MELBOURNE CURRICULUM AND RESEARCH AT MELBOURNE: ENSURING EXCELLENCE AND IMPACT TO 2025

Growing Esteem describes Melbourne's strategy to achieve its aspiration to be a public-spirited and internationally-engaged institution, highly regarded for making distinctive contributions to society in research and research training, learning and teaching, and engagement. <http://about.unimelb.edu.au/strategy-and-leadership>

The University is at the forefront of Australia's changing higher education system and offers a distinctive model of education known collectively as the Melbourne Curriculum. The new educational model, designed for an outstanding experience for all students, is based on six broad undergraduate programs followed by a graduate professional degree, research higher degree or entry directly into employment. The emphasis on academic breadth as well as disciplinary depth in the new degrees ensures that graduates will have the capacity to succeed in a world where knowledge boundaries are shifting and reforming to create new frontiers and challenges. In moving to the new model, the University is also aligning itself with the best of emerging European and Asian practice and well-established North American traditions.

The University's global aspirations seek to make significant contributions to major social, economic and environmental challenges. Accordingly, the University's research strategy *Research at Melbourne: Ensuring Excellence and Impact to 2025* aspires to a significant advancement in the excellence and impact of its research outputs.

<http://research.unimelb.edu.au/our-research/research-at-melbourne>

The strategy recognises that as a public-spirited, research-intensive institution of the future, the University must strive to make a tangible impact in Australia and the world, working across disciplinary and sectoral boundaries and building deeper and more substantive engagement with industry, collaborators and partners. While cultivating the fundamental enabling disciplines through investigator-driven research, the University has adopted three grand challenges aspiring to solve some of the most difficult problems facing our world in the next century. These Grand Challenges include:

- ▶ Understanding our place and purpose – The place and purpose grand challenge centres on understanding all aspects of our national identity, with a focus on Australia's 'place' in the Asia-Pacific region and the world, and on our 'purpose' or mission to improve all dimensions of the human condition through our research.
- ▶ Fostering health and wellbeing – The health and wellbeing grand challenge focuses on building the scale and breadth of our capabilities in population and global health;

on harnessing our contribution to the 'convergence revolution' of biomedical and health research, bringing together the life sciences, engineering and the physical sciences; and on addressing the physical, mental and social aspects of wellbeing by looking beyond the traditional boundaries of biomedicine.

- ▶ Supporting sustainability and resilience – The sustainability and resilience grand challenge addresses the critical issues of climate change, water and food security, sustainable energy and designing resilient cities and regions. In addition to the technical aspects, this grand challenge considers the physical and social functioning of cities, connecting physical phenomena with lessons from our past, and the implications of the technical solutions for economies, living patterns and behaviours.

Essential to tackling these challenges, an outstanding faculty, high performing students, wide collaboration including internationally and deep partnerships with external parties form central components of Research at Melbourne: Ensuring Excellence and Impact to 2025.

6.5 GOVERNANCE

The Vice Chancellor is the Chief Executive Officer of the University and responsible to Council for the good management of the University.

Comprehensive information about the University of Melbourne and its governance structure is available at <http://www.unimelb.edu.au/governance>