

POSITION DESCRIPTION

External Relations
University Services

Business Development Coordinator

POSITION NUMBER	0037378
PROFESSIONAL CLASSIFICATION STANDARD/SALARY	PCS 7 - \$88,171 - \$95,444 per annum
SUPERANNUATION	Employer contribution of 17%
EMPLOYMENT TYPE	Full Time (1 FTE) Continuing
HOW TO APPLY	Go to http://about.unimelb.edu.au/careers , under Current staff or Prospective staff, select the relevant option ('Current Opportunities' or 'Jobs available to current staff') and search for the position by title or number.
CONTACT FOR ENQUIRIES ONLY	William Khammy Tel +61 3 8344 4749 Email wkhammy@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:
<http://about.unimelb.edu.au/careers>

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

Find out more about the University's strategy, 'Growing Esteem', at <http://about.unimelb.edu.au/strategy-and-leadership>

UNIVERSITY SERVICES

University Services is the shared services function for the University of Melbourne. We are dedicated to operating with a clear, responsive, respectful, user-friendly approach and this will create a problem-solving culture that empowers people to deliver their best. This component of the Melbourne Operating Model is the largest administrative unit within the University and is committed to:

- Putting the university first, by acting in the best interest of students, academics and overall strategy
- Maintaining a culture of service excellence
- Working together as one team to achieve results through collaboration, respect and expertise.

University Services is comprised of over 1,600 staff and consists of nine portfolios delivering a range of transactional services and expert advice:

- Academic Services
- Business Intelligence and Reporting
- External Relations
- Finance and Employee Services
- Infrastructure Services
- Legal and Risk
- Procurement
- Project Services
- Research, Innovation and Commercialisation

EXTERNAL RELATIONS

External Relations builds the esteem in which the University is held by providing creative, engaging and effective sales and marketing solutions for faculties, graduate schools and Chancellery.

ABOUT THE ROLE

Position Purpose:

As part of the Business Development team within External Relations, this role coordinates the development and delivery of a range of performance analysis and reporting services on student recruitment, including market intelligence, data sets and reporting structures for benchmarking of key performance indicators against the sector (global and domestic).

This role will be required to produce qualitative and quantitative reports using highly developed skills to cleanse and manipulate data sourced from both internal and external data sets. You will be skilled at gathering and analysing market information and competitor intelligence. The successful incumbent will be skilled at analysing data and intelligence, preparing reports and developing presentations.

This role is based on the capacity to develop, maintain and remediate where necessary, strong and effective working relationships with Chancellery, Academic Divisions and other areas of University Services to ensure high quality and timely service delivery.

Reporting line: Business Intelligence and Development Manager

No. of direct reports: 1

No. of indirect reports: 0

Direct budget accountability: #

Key Dimensions and Responsibilities:

Task level: Moderate

Organisational knowledge: Moderate

Judgement: Significant

Operational context: *

OH&S and compliance: 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. These include general staff responsibilities and those additional responsibilities that apply for managers, supervisors and other personnel. Specific responsibilities for the role are available at <http://safety.unimelb.edu.au/topics/responsibilities/>.

Staff must comply with all relevant requirements under the University's risk management framework including legislation, statutes, regulations and policies.

Core Accountabilities:

- To support the Business Development team in the coordination of gathering and analysing of relevant industry data from all available sources and using this information to inform planning and review of University student recruitment activities.
- Research, analyse and produce reports to inform senior managers in marketing and recruitment on a range of issues which may impact on achievement of various student recruitment targets
- Work closely with relevant teams within University Services to source and develop local data for planning and benchmarking documentation
- Monitor and report against local performance data, including application turnaround times, agent performance, application conversion rates.
- Monitor and report against external sector performance data, market environmental data and competitor intelligence
- Manage the process of evaluation and reporting for recruitment/stakeholder activities
- Support the development of reports that enable recruitment/sales monitoring and evaluation for more effective ROI and benchmarked to competitors and/or industry standards

Selection Criteria:

Education/Qualifications

1. The appointee will have: A relevant degree with proven experience in data analytics and/or business development; or equivalent combination of education and significant relevant experience.

Knowledge and skills:

1. Demonstrate the University Services Values of University First by acting in the best interest of your employer; displaying Service Excellence by striving to deliver beyond expectations and taking ownership of the delivery; and value working collaboratively as One Team, connecting with people and building relationships in your workplace.
2. Highly developed skills in information gathering and data manipulation and be an expert user of various systems and databases (e.g. CRM, Student Management) and the Microsoft suite of programs.
3. Highly developed problem solving and organisational skills, including the ability to manage multiple complex tasks with competing deadlines.
4. Experience in developing new initiatives and using expertise to enhance understanding and approach to data requirements and provision.
5. High level oral and written communication skills, including cross-cultural sensitivity, ability to effectively communicate with a wide range of people to negotiate for positive outcomes and the ability to make formal presentations.

6. In-depth knowledge of higher education sector and its intelligence/advisory requirements is highly preferred.