



Position Title:	Manager, Market Information and Statistics
Position Classification:	Level 9
Position Number:	315399
Faculty/Office:	Office of SDVC and Registrar
School/Division:	Strategy, Planning and Performance
Centre/Section:	Central Unit
Supervisor Title:	Associate Director, Information Governance and Reporting
Supervisor Position Number:	315398

Your work area

The Strategy, Planning and Performance (SPP) division leads the development and maintenance of university wide integrated strategic plans, planning processes, initiatives and performance requirements to support the University in the achievement of its objectives and enhance the University's overall performance and reputation.

The Division will also coordinate the development of a corporate Management Information System and the provision of timely and accurate business intelligence, information, reporting and risk and legal services to support effective planning and decision making across the University.

Reporting Structure

Reports to: Associate Director, Information Governance and Reporting

Direct reports: Market Information & Statistics Officers

Your role

The Manager, Market Optimisation and Statistics, will take a lead role in the provision of high quality operational reporting, and modelling to support strategic decision making. The appointee will manage a team of data management and reporting specialists, ensuring adequate ongoing training and development and provide key strategic planning and direction. A key responsibility will be coordinating the process to ensure the establishment of student load targets working with SDCs, International, Marketing and other units within SPP.

Key responsibilities

- Lead a team of data management and reporting specialists to meet high quality standards and timeliness.
- Determine and lead strategic marketing processes to establish and monitor course price, student load, revenue and recruitment targets
- Collaborate with Business Intelligence & Analytics, SDCs, Brand, Marketing & Recruitment and Financial Services staff to model, document and select load, price and revenue scenarios
- Provide detailed operational analysis of, and recommendations related to, market position and academic profile compared to relevant strategies, targets and benchmarks
- Advise on establishment of, and maintain, operational reporting requirements for student lifecycle management from initial application and post-graduation
- Liaise with faculty, SDC, finance, marketing, recruitment, agency and admissions staff to determine and support activities to optimise academic, share, revenue and margin aspirations
- Contribute strategic advice on course and market commercial performance to inform cyclical planning and development discussions.
- Manage statutory reporting authorisation, submission and review processes
- Inform data requirements for the capture, aggregation, storage and assurance related to statutory reporting.
- Other duties as directed.

Your specific work capabilities (selection criteria)

A marketing or business qualification with a significant quantitative component

Strong track record of strategic marketing planning including setting accurate recruitment, price and revenue targets

Substantial and Extensive experience in leading and influencing strategic change in complex organisations and changing markets

Excellent analytical (qualitative and quantitative), written and oral communication skills

Demonstrated evidence of delivering results via consultation and negotiation

Substantial and Extensive experience working with marketing, recruitment and delivery staff to set, monitor and review targets

Special Requirements (selection criteria)

NA

Compliance

Workplace Health and Safety

All supervising staff are required to undertake effective measures to ensure compliance with the Occupational Safety and Health Act 1984 and related University requirements (including Safety, Health and Wellbeing Objectives and Targets).

All staff must comply with requirements of the Occupational Safety and Health Act and all reasonable directives given in relation to health and safety at work, to ensure compliance with University and Legislative health and safety requirements.

Details of the safety obligations can be accessed at <http://www.safety.uwa.edu.au>

Equity and Diversity

All staff members are required to comply with the University's Code of Ethics and Code of Conduct and Equity and Diversity principles. Details of the University policies on these can be accessed at http://www.hr.uwa.edu.au/publications/code_of_ethics, <http://www.equity.uwa.edu.au>