

Position Description

Product Analyst

Position No:	NEW
Business Unit:	Marketing and Recruitment
Division:	Market Strategy and Insights
Department:	Product
Classification Level:	HEO8
Employment Type:	Full Time, Continuing
Campus Location:	Melbourne (Bundoora)
Other Benefits:	http://www.latrobe.edu.au/jobs/working/benefits

Further information about:

La Trobe University - <http://www.latrobe.edu.au/about>

Position Context/Purpose

The Market Strategy and Insights team is responsible to deliver portfolio and product insights, and portfolio management and commercial analysis for the University, to ensure strong commercial outcomes and growth against strategic imperatives.

Leveraging strong data and analytics capabilities, the Product Analyst will both support and deliver portfolio, product (course) and market insights and recommendations, through comprehensive market assessments and reporting. The role works in close collaboration with a broad range of stakeholders including the Product team, Schools, academics, and marketing segment squads.

The role reports to the Director, Product and is expected to possess exceptional and detail-oriented analytical and organisational abilities, to demonstrate collaborative and supportive ways of working, and to deliver advanced project management skills.

Duties at this level will include:

- Identifies trends, strengths, weaknesses, opportunities, and risks in specialist areas of responsibility that may have an impact on the University, to enable appropriate and timely action to be administered.
- May oversee projects, to ensure each project is managed and delivered to specification, time and budget.
- Provides expert advice and guidance to other professionals and encourages them to achieve University objectives.
- Provides strategic support and advice to Schools requiring integration of a range of university policies and external requirements and achieves objectives operating within complex organisation structures.
- Applies broad and/or deep knowledge and experience of work area or field of expertise to provide advice to others or to address significant problems or unresolved issues, some of which will be multi-disciplinary in nature.
- Undertake market research and analyse market intelligence to identify new commercial portfolio opportunities, determine the viability and sustainability of new products, and to provide recommendations which ensure existing products maintain market relevance and differentiation.
- Undertake competitor analysis and reviews of features and pricing to ensure market appeal of the product portfolio.
- Work with members of the Market Strategy and Insights team to identify issues and develop innovative ideas that will assist the University to meet its key objectives.
- Work both individually, and collaboratively with members of the Product team, to deliver product and portfolio market scans and assessments.
- Provide regular reporting against product performance metrics (profitability, cost of acquisition/retention), and of the product pipeline.
- Deliver high quality, detail-oriented, accurate, and visually appealing reports and assessments.
- Undertake special projects or other duties within the designated function of the position as requested by the Director Product.

Essential Criteria

Skills and knowledge required for the position

- A relevant degree, with substantial extension of the theories and principles learned through experience; or a range of management experience; or postgraduate qualifications, or

progress towards postgraduate qualifications with extensive relevant experience; or an equivalent alternate combination of relevant knowledge, training and/or experience.

- Ability to apply theoretical knowledge or management or policy expertise to bring together diverse and sometimes conflicting information to solve new or one-off problems.
- Ability to develop innovative methodologies or take a leading role in the application of proven techniques involving considerable theoretical and technical sophistication.
- Demonstrated ability to manage multiple stakeholders to achieve stated outcomes.
- Demonstrated high level of self-motivation and personal management skills.
- Demonstrated experience working with and influencing senior management.
- Experience developing innovative solutions and contributing to strategic planning.
- Strong interpersonal skills including ability to negotiate, motivate, influence and build relationships.
- Demonstrated experience working at a high level with complex and large sets of data, and interpreting this data to develop sound analysis, and provide product and/or portfolio recommendations in line with organisation strategies.
- Demonstrated problem-solving abilities, and creative, critical, and solution-oriented thinking.
- Ability to operate in a culture of continuous improvement, and agile methodologies.
- Ability to deliver reports and insights through excellent written, oral, and data visualization skills.
- Demonstrated organisational skills and capacity to work under limited supervision and to prioritise and plan workflow to meet deadlines.

Capabilities required to be successful in the position

- Ability to make sense of data to inform decision making – implementing ideas to improve local practices.
- Ability to work collaboratively, demonstrate inclusivity and tailor communication in a way that is meaningful to the audience – consistently modelling accountability, connectedness, innovation and care.
- Demonstrated creative and critical thinking, ability to generate ideas to solve local problems and recommend improvements to current work practices.
- Knowledge of own strengths, weaknesses and biases – modifying behaviour, based on self-reflection and feedback, to respond to others with empathy and act on feedback to improve knowledge, skills and behaviour.

Essential Compliance Requirements

To hold this La Trobe University position the occupant must:

- hold, or be willing to undertake and pass, a Victorian Working With Children Check; AND
- take personal accountability to comply with all University policies, procedures and legislative or regulatory obligations; including but not limited to TEQSA and the Higher Education Threshold Standards.

Other Information

The position description is indicative of the initial expectation of the role and subject to changes to University goals and priorities, activities or focus of the job.

Position Flexibility

La Trobe University is committed to providing a diverse, inclusive, and respectful working environment for all staff. We offer flexible work arrangements that can assist you in balancing your work and other responsibilities.

Why La Trobe:

- Develop your career at an innovative, global university where you'll collaborate with community and industry to create impact.
- Enjoy working on our inspiring and stunning campuses – the perfect hub for industry, students, and academics
- Help transform the lives of students, partners, and communities now and in the future

This is more than just a job. Working at La Trobe offers opportunities to demonstrate excellence and transform lives.

Here, you'll join exceptional people, partners and communities, who power our operations with ambition and purpose.

We are forward-looking and culturally inclusive. We continuously review, improve and transform our processes to embrace new, flexible approaches. That means you'll always have the opportunity to succeed and make a difference.

La Trobe's Cultural Qualities:



We are accountable

*We strive for excellence in everything we do.
We hold each other and ourselves to account, and work to the highest standard.*



We are connected

We connect to the world outside – the students and communities we serve, both locally and globally



We are innovative

We tackle the big issues of our time to transform the lives of our students and society.



We care

*We care about what we do and why we do it.
We believe in the power of education and research to transform lives and global society. We care about being the difference in the lives of our students and communities*

For Human Resource Use Only

Initials:

Date: