

PARTNERSHIPS AND DEVELOPMENT MANAGER (CORPORATE EDUCATION)

DEPARTMENT/UNIT	Marketing and Engagement services
FACULTY/DIVISION	Faculty of Business and Economics
CLASSIFICATION	HEW Level 8
DESIGNATED CAMPUS OR LOCATION	Caulfield campus

ORGANISATIONAL CONTEXT

At [Monash](#), work feels different. There's a sense of belonging, from contributing to something groundbreaking – a place where great things happen. You know you're part of something special and purposeful because, like Monash, your ambitions drive you to make change.

We have a clear purpose to deliver ground-breaking intensive research; a world-class education; a global ecosystem of enterprise – and we activate these to address some of the [challenges](#) of the age, Climate Change, Thriving Communities and Geopolitical Security.

We welcome and value difference and [diversity](#). When you come to work, you can be yourself, be a change-maker and develop your career in exciting ways with curious, energetic, inspiring and committed people and teams driven to make an impact – just like you.

We champion an [inclusive workplace culture](#) for our staff regardless of ethnicity or cultural background. We have also worked to improve [gender equality](#) for more than 30 years. Join the pursuit of our purpose to build a better future for ourselves and our communities – [#Changelt](#) with us.

The **Monash Business School** is structured into seven discipline-based departments (Accounting, Banking and Finance, Business Law and Taxation, Econometrics and Business Statistics, Economics and Management and Marketing) along with the specialist Leadership and Executive Education unit and several interdisciplinary research centres and labs focused on areas such as behavioural economics, development economics, employment and work, finance, global business, and retail studies. To learn more about the Monash Business School, please visit our [website](#).

To support the core operations and strategic priorities of the Monash Business School, professional service functions are divided into six dedicated teams: Engagement and Marketing

Services, Finance Services, Operational Services, Performance and Quality Services, Research Services and Student and Education Services. Each team has areas of functional specialisation that are aligned with central functions in the co-delivery of services, fostering excellence in service delivery, and capitalising on strategic opportunities for growth and diversification in research and education.

The **Engagement and Marketing Services** group plays a critical role in supporting initiatives to enhance and extend the brand, prestige and reputation of Monash Business School and to develop meaningful and outcome focussed relationships with industry, government, prospective students, alumni and other professional communities. The Engagement and Marketing Services group includes the specialist areas of Communications, External Engagement (incorporating Creative Destruction Lab Support, Visitors and Alumni), Corporate Education, Events and Student Recruitment.

POSITION PURPOSE

The Partnerships and Development Manager is responsible for the development and execution of recruitment and relationships strategies and new initiatives to increase awareness of, and enrolments in, the MBUS suite of corporate education programs. This includes fostering relationships with corporate, education, not-for-profit and government clients for corporate education programs, actively contributing to the identification of potential participants in corporate education courses and reporting on the educational and research needs of relevant stakeholders.

Reporting Line: The position reports to the Manager Corporate Education under broad direction, working with a degree of autonomy

Supervisory Responsibilities: Not applicable

Financial Delegation: Not applicable

Budgetary Responsibilities: Not applicable

KEY RESPONSIBILITIES

1. Contribute to strategic planning and the achievement of business unit goals through the management of content, collateral and proposals with a focus on developing business opportunities for growth.
2. Identify, leverage and optimise growth opportunities for lead and business generation, prospective client conversion and bid management; maintain an ongoing recruitment pipeline and framework for repeat business activity.
3. Develop and maintain strong partnerships with other relevant business units, functional areas, internal and external stakeholders, including negotiating and managing contracts with external service providers where required.
4. Effectively build and raise Monash Corporate Education's presence, as well as research, write and edit content and proposals for broad distribution.
5. Undertake research and data analysis in areas of functional specialisation, including the use of metrics, analytics, mapping and regular business reporting.
6. Implement and oversee strategic projects, including new business development and growth initiatives, recommending strategic solutions and reporting on activities and outcomes.
7. Contribute to and demonstrate behaviours of a work environment of continuous review and improvement of business practices, operational processes and service provision.
8. Other duties as directed from time to time

KEY SELECTION CRITERIA

Education/Qualifications

1. The appointee will have:
 - postgraduate qualifications or progress towards postgraduate qualifications and extensive relevant experience; or
 - extensive experience and management expertise; or
 - an equivalent combination of relevant experience and/or education/training

Knowledge and Skills

2. Substantial experience in the development and delivery of effective, sales strategies including end-to-end project and/or campaign management, and a focus on customer service excellence
3. Proven outstanding communication skills, including exceptional writing ability, and the ability to deliver clear professional reports and proposals and presenting strategic content aimed at demand generation
4. Highly developed planning and organisational skills, with experience establishing priorities, allocating resources and meeting deadlines
5. Advanced computer literacy, particularly with current business management software packages and their various application capabilities
6. Highly-developed relationship management and consulting skills, including the ability to interact, influence and negotiate with a variety of customers and stakeholders
7. Highly-developed analytical and conceptual skills including demonstrated ability to quickly assimilate new concepts and information and deliver positive, innovative solutions
8. Experience in bid writing, sales, lead conversions, business development and/or engagement, with expertise in building strong networks and links with corporate, business, government or other sectors

OTHER JOB RELATED INFORMATION

- Travel to other campuses of the University may be required
- There may be a requirement to work additional hours from time to time
- There may be peak periods of work during which taking of leave may be restricted
- A current satisfactory Working With Children Check is required

GOVERNANCE

Monash University expects staff to appropriately balance risk and reward in a manner that is sustainable to its long-term future, contribute to a culture of honesty and integrity, and provide an environment that is safe, secure and inclusive. Ensure you are aware of and adhere to University policies relevant to the duties undertaken and the values of the University. This is a standard which the University sees as the benchmark for all of its activities in Australia and internationally.