



# EXTERNAL RELATIONS LEAD

<b>DEPARTMENT/UNIT</b>	Cranlana Centre for Ethical Leadership (CCEL)
<b>FACULTY/DIVISION</b>	Office of the DVC & VP (Education)
<b>CLASSIFICATION</b>	HEW Level 9
<b>DESIGNATED CAMPUS OR LOCATION</b>	Melbourne CBD

## ORGANISATIONAL CONTEXT

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Monash is a university of transformation, progress and optimism. Our people are our most valued asset, with our academics among the best in the world and our professional staff revolutionising the way we operate as an organisation. For more information about our University and our exciting future, please visit [www.monash.edu](http://www.monash.edu).

The **Deputy Vice-Chancellor and Vice-President (Education)** leads Monash University's integrated approach to education, framed by the Monash University Focus Monash Strategic Plan [www.monash.edu/about/strategic-direction/strategic-plan](http://www.monash.edu/about/strategic-direction/strategic-plan), and partners with Faculties and divisions to shape and deliver the University's education agenda. The portfolio is responsible for: Indigenous education and strategy, learning and teaching, social inclusion, strategic course development, student academic experience, academic course governance, education policy and quality.

The **Portfolio of the Deputy Vice-Chancellor and Vice-President (Education)** leads a dedicated portfolio to shape the University's future path in education and in advancing Monash's commitment Indigenous education and to social inclusion. The portfolio is charged with leading the University's approach to learning and teaching, and championing a world-class educational experience for students.

The **Cranlana Centre for Ethical Leadership (CCEL)** is a not for profit organisation dedicated to developing the leadership capabilities of Australia's private, public and community sector executives. The programs are designed to challenge, inspire and foster critical thinking required to lead in today's uncertain times. CCEL promotes the development of ethical leadership through a distinct method of shared enquiry in small groups, led by expert moderators.

## POSITION PURPOSE

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The External Relations Lead supports the CEO of Cranlana Centre for Ethical Leadership (CCEL) through their leadership of the sales, marketing and partnership development functions. The External Relations Lead develops and drives a strategic and integrated approach to expanding CCEL's influence and impact. This role leads the business development activities for CCEL's core and custom programs, strengthens brand recognition through strategic marketing initiatives, and is responsible for securing commercial and for-purpose partnerships that will both expand CCEL's influence, meet sales targets and build new revenue streams. The External Relations Lead

works collaboratively across the entire team in general and with the Head of Programs and Program Manager specifically.

**Reporting Line:** The position reports to CEO Cranlana Centre for Ethical Leadership under general direction

**Supervisory Responsibilities:** This position provides direct supervision to 3-5 staff

**Financial Delegation:** Not applicable

**Budgetary Responsibilities:** Not applicable

## **KEY RESPONSIBILITIES**

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1. Contribute to strategic planning and the achievement of CCEL goals as a member of the leadership team including accountability for planning and achievement of business development objectives, goals and income targets whilst acquiring new business, setting new business targets and meeting key performance indicators
2. Lead and develop a highly-trained, motivated and efficient External Relations team with a strong customer focus including a continuous review and improvement of business practices, operational processes and service provision
3. Support the marketing & communications strategies to meet the dual needs of longer-term growth in brand profile with the shorter-term needs of business development to reach sales targets
4. Contribute to the achievement of an income budget of approximately \$2.5-3 million
5. Lead and manage a work environment of continuous review and improvement of business practices, operational processes and service provision
6. Achieve revenue targets and exercise strong budget management for both the business development functions and marketing & communications projects managed, including producing quarterly reports to CEO and Cranlana Board
7. Initiate, lead and direct strategic plans for business development keeping abreast of market developments and initiate the development and review of policy and procedure relevant to the CCEL programs
8. Develop and maintain strong partnerships with other relevant business units, functional areas and key senior staff, including the provision of expert advice and attend relevant industry events or programs to network with relevant parties of expert advice
9. Lead, manage and be accountable for the performance of a diverse account management system in accordance with CCEL, university policies, procedures and strategic priorities
10. Attend CCEL events for the purpose of client relationship development
11. Other duties as directed from time to time

## **KEY SELECTION CRITERIA**

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### **Education/Qualifications**

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

### **Knowledge and Skills**

2. Exceptional business development management and leadership skills with proven ability to strategically manage and build relationships at the highest levels

3. A track record of success in achieving measurable sales growth and delivery of results to business plans
4. Demonstrated experience of developing and leading integrated sales and marketing strategies
5. Outstanding planning and organisational skills, with experience in establishing priorities, allocating resources and meeting deadlines while working under pressure in a complex organisation
6. Demonstrated managerial excellence and success in a matrix, or large and complex management structure
7. Extensive staff management experience with the ability to motivate and develop high performance teams
8. Exceptional analytical and conceptual skills including demonstrated ability to quickly assimilate new concepts and information and deliver positive, innovative solutions
9. Outstanding interpersonal and communication skills with the ability to negotiate, influence and build consensus at senior levels and with diverse stakeholders on complex, sensitive issues
10. Excellent relationship management and consulting skills including the ability to undertake consultative processes, engagement and network with senior management
11. Advanced computer literacy particularly with current business management software, CRM and various application capabilities

## **OTHER JOB RELATED INFORMATION**

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- 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
- This position will require a successful National Police Record check

## **GOVERNANCE**

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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.