

## POSITION DESCRIPTION

<b>Position Title</b>	Senior Consultant – Organisational Development		
<b>Organisational Unit</b>	Strategic Partnership and Executive Education		
<b>Functional Unit</b>	Executive Education		
<b>Nominated Supervisor</b>	Associate Director, Executive Education		
<b>Higher Education Worker (HEW) Level</b>	HEW 9	<b>Campus/Location</b>	North Sydney, Brisbane and Melbourne
<b>CDF Achievement Level</b>	2 Management	<b>Work Area Position Code</b>	HR to assign
<b>Employment Type</b>	Full-time Continuing	<b>Date reviewed</b>	February 2016

## ABOUT AUSTRALIAN CATHOLIC UNIVERSITY

**Mission Statement:** Within the Catholic intellectual tradition and acting in Truth and Love, Australian Catholic University is committed to the pursuit of knowledge, the dignity of the human person and the common good.

*At ACU we pride ourselves on offering a welcoming environment for everyone. At the same time, we are a university committed to standing for something clear. We stand up for people in need and causes that matter. ACU's Mission is central to the University, and informs every area – integrating the dignity of the human person, the common good, and ethical and social justice considerations into our core activities of student learning and teaching, research and service.*

*We are a publicly-funded university which has grown rapidly over the past few years. We're young, but we are making our mark: ranking among the top universities worldwide. We have got seven campuses around Australia, more than 200 partner universities on six continents, and a campus in Rome, Italy.*

*We know that our people make us a university like no other. It's your values, action and passion that makes the difference. Whatever role you may play in our organisation: it's what you do that defines who we are.*

*We value staff, offering excellent leave and employment conditions, and foster work environments where they have the ability grow and develop. We continue to invest in our facilities and workplaces, and actively involve staff in shaping the future direction of the organisation.*

*In order to be agents of change in the world, we all need to see life through the eyes of others. We believe that our role as a university is to inspire and equip people to make a difference – and that means cultivating their ability to act and think empathetically.*

*We hope that you might champion these values, and work with us to create a place of learning that is not only the envy of the world, but the making of it.*

*The structure to support this complex and national University consists of:*

- Provost and Deputy Vice-Chancellor (Academic)
- Chief Operating Officer & Deputy Vice-Chancellor (Administration)
- Deputy Vice-Chancellor (Research)
- Deputy Vice-Chancellor (Education and Innovation)
- Deputy Vice-Chancellor (Coordination)
- Vice President

*Each portfolio consists of a number of Faculties, Research Institutes or Directorates. The Vice President drives both the Identity and the [Mission](#) of the University. In addition, five Associate Vice-Chancellors and Campus Deans focus on the University's local presence and development of the University at the local 'campus' level.*

## ABOUT THE STRATEGIC PARTNERSHIPS AND EXECUTIVE EDUCATION DIRECTORATE

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The Strategic Partnerships and Executive Education Directorate is responsible for leading the Strategic Partnerships across the University and developing innovative and relevant professional development programs for a wide range of organisations and corporate clients. The Directorate is also responsible for assisting to grow the postgraduate profile and programs through:

- Building a meaningful Executive Education Market Positioning;
- Working closely with each Faculty to develop products and programs that are market driven and grow our profile and postgraduate student numbers;
- Delivering a range of non-award programs that meet the needs of the relevant target markets and;
- Delivering marketing events to strengthen relationships with executives in each of our target markets, and
- Ensuring the Directorate is profitable

## POSITION PURPOSE

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ACU Executive Education delivers graduate-level academic programs for executives, managers and business leaders across all industries and sectors. Our development programs are customised to the needs of client organisations and can either lead to an Award (University qualification) or non-award. The aim of the Executive Programs is to improve organisational performance by increasing management capability. The aim of the Professional Development programs is to increase personal or professional growth for individuals. The primary purpose of the position is to grow the client base, in line with the needs of the market.

## POSITION RESPONSIBILITIES

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### Introduction

A number of frameworks and standards express the University's expectations of the conduct, capability, participation and contribution of staff. These are listed below:

- ACU Strategic Plan 2015-2020
- Catholic Identity and Mission
- ACU Capability Development Framework
- Higher Education Standards Framework
- ACU Service Principles
- ACU Staff Enterprise Agreement including provisions in relation to Performance Excellence

The [Capability Development Framework](#) in particular is important in understanding the core competencies needed in all ACU staff to achieve the University's strategy and supports its mission.

## Key responsibilities

Key responsibilities specific to this position	Relevant Core Competences ( <a href="#">Capability Development Framework</a> )	Scope of contribution to the University			
		Within the work unit or team ✓	School or Campus ✓	Faculty or Directorate ✓	Across the University ✓
<b>Business Development</b> <ul style="list-style-type: none"> <li>Generate revenue opportunities in Australia and International markets.</li> <li>Convert revenue opportunities into sales.</li> <li>Create a pipeline of business opportunities drawn from each of the five faculties relevant to the sector</li> <li>Identify revenue opportunities through commercialization of Research.</li> <li>Develop proposals that create value for prospects</li> <li>Identify opportunities to penetrate existing clients</li> </ul>	<ul style="list-style-type: none"> <li>Apply Commercial Acumen</li> <li>Deliver Stakeholder Centric Service</li> </ul>				✓
<b>Develop Market / Sales Strategies</b> <ul style="list-style-type: none"> <li>Develop a strong understanding of the competitive market in which Executive Education operates and provide advice and information to the Associate Director regarding competitor activity including program offerings, fees and promotions.</li> <li>Collaborate with marketing managers in each Faculty to develop, implement and monitor marketing and sales campaigns, based upon analysis and research.</li> </ul>	<ul style="list-style-type: none"> <li>Apply Commercial Acumen</li> <li>Collaborate Effectively</li> </ul>				✓
<b>Relationship Management</b> <ul style="list-style-type: none"> <li>In conjunction with the Faculty Marketing Managers, develop and implement communication channels with key organisations and stakeholders.</li> <li>Foster positive working relationships internally with University departments such as the offices of the Faculty Dean, Associate Vice-Chancellors and Campus Deans, Campus Operations etc, to enhance the profile and facilitate mutual input into Executive Education.</li> <li>Utilise these relationships to generate business leads in the relevant sector</li> <li>Develop external relations with key corporate partners and businesses to create a unique selling proposition and enhance client value.</li> <li>Update and utilize client relationship management systems to provide meaningful information for key internal stakeholders and ensure appropriate distribution of promotional publications to stakeholders.</li> <li>Engaging with academic and other staff assisting with promotional and business development activities.</li> </ul>	<ul style="list-style-type: none"> <li>Collaborate Effectively</li> <li>Communicate with Impact</li> <li>Be Responsible and Accountable for Achieving Excellence</li> </ul>				✓

## HOW THE ROLE OPERATES

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### Key Challenges and Problem Solving

- Research and define the Post-graduate and non-award Executive Development markets across Australia, New Zealand and Asia in order to identify trends, potential new markets and growth opportunities in the Healthcare, Education, Government and Corporate sectors
- Review and evaluate ACU's existing post-graduate and non-award offerings with a view to identifying their current and future potential
- Developing capability programs intended to grow the take-up rates of ACU's post graduate qualifications and non-award offerings

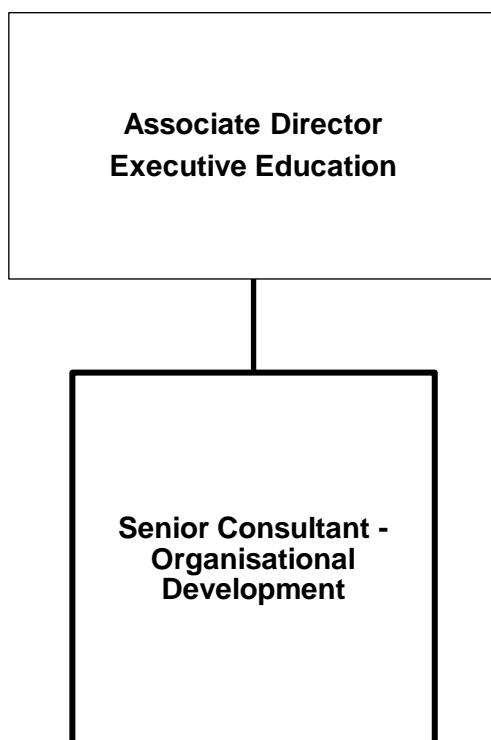
### Decision Making / Authority to Act

- Make all decisions about the most appropriate mix of techniques needed to grow the business and drive more demand to ACU
- Identification and engagement of channel partners who will help enhance our brand
- Identification and engagement of social media partners

### Communication / Working Relationships

- The position will be required to consult and influence Deans and Heads of School around the effectiveness of their current postgraduate offerings and opportunities to introduce new offerings and or modify existing offerings
- Provides advice to the Associate Director on the most appropriate marketing activities
- The incumbent is required to collect market intelligence from adjunct faculty about the design and effectiveness of post graduate programs and feed this information back internally
- The incumbent is required to consult current and potential clients, usually represented by the CEO or COO, about their professional development needs and future operational plans

### Reporting Relationships



For further information about structure of the University refer to the [organisation chart](#).

## SELECTION CRITERIA

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Qualifications, skills, knowledge and experience		
1.	Post-graduate qualifications and extensive relevant experience or an equivalent combination of relevant management experience and/or education / training.	Yes
2.	Strong interpersonal and influencing skills and the ability to build solid working relationships with people at all levels of an organization, including external professional stakeholders and service providers.	Yes
3.	Excellent organizational skills, with the ability to work under pressure, manage a number of projects at one time and meet deadlines.	Yes
4.	Highly developed written and verbal communication skills, including the ability to develop proposals and deliver presentations.	Yes
5.	Demonstrated experience in new business development initiatives and activities.	Yes
6.	Knowledge of Consultative selling approach and capacity to 'close the sale'.	Yes
7.	A broad range of general knowledge and experience for the overall management of large and functionally diverse units.	Yes
Core Competencies (as per the <a href="#">Capability Development Framework</a> )		
8.	Live ACU's Mission, Vision and Values: Demonstrate confidence and courage in achieving ACU's Mission, Vision and Values by connecting the purpose of one's work to ACU's Mission, Vision and Values.	Yes
9.	Apply Commercial Acumen: Understand the business environment in which ACU operates and adopt a University-wide point of view to seize opportunities and improve commercial viability.	Yes
10.	Deliver Stakeholder Centric Service: Keep stakeholder interests at the core of ACU business decisions and ACU service excellence as a top priority. See the <a href="#">ACU Service Principles</a> .	Yes
Other attributes (Desirable)		
11.	A competitive spirit.	Yes
12.	Genuine interest in executive education.	Yes