



THE UNIVERSITY OF
MELBOURNE

POSITION DESCRIPTION

Melbourne School of Professional and Continuing Education
Faculty of Business and Economics

Customer Insights Manager

POSITION NO	0048707
CLASSIFICATION	UOM 8
SALARY	\$103,409 - \$111,927 p.a.
SUPERANNUATION	Employer contribution of 17%
WORKING HOURS	Full-time (1.0FTE)
BASIS OF EMPLOYMENT	Continuing
OTHER BENEFITS	http://about.unimelb.edu.au/careers/working/benefits
HOW TO APPLY	Online applications are preferred. Go to http://about.unimelb.edu.au/careers , select the relevant option ('Current Opportunities' or 'Jobs available to current staff'), then find the position by title or number.
CONTACT FOR ENQUIRIES ONLY	Jo-Zanne Owen, Director, Marketing and Customer Service Telephone: 03 8344 6081 Email: jo-zanne.owen@unimelb.edu.au <i>Please do not send your application to this contact</i>

For information about working for the University of Melbourne, visit our website:
about.unimelb.edu.au/careers

Position Summary

The Customer Insights Manager acquires and analyses a range of internal (CRM, Student data) and external data sources to enhance the customer experience and improve business performance (acquisition, conversion and retention).

The role will directly consult and provide customer insights to inform decision making on product development, communications strategy and process improvement. A key contribution of this position is to integrate data from various sources to provide clear, relevant and measurable insights and Interpret complex data sets to key stakeholders across the University to support the School's targets.

The role is also responsible for developing a customer insights strategy that will identify the voice of customer insights required across the prospect and student lifecycle.

Reporting to the Director, Marketing and Customer Service, this position will deliver customer analysis across the School to support business decision making, strategy development and tactical delivery.

The scope of this role is responsible for capturing insights for bringing customer insights into the course design process, marketing and communications strategy and process improvement.

1. Key Responsibilities

- ▶ Acquire and analyse data to provide a deeper understanding of our prospects and students needs, attitudes and behaviours to inform decision making and strategy
- ▶ Create insight-led customer journey strategies to increase both acquisition and retention of students
- ▶ Lead the research and development of customer insights and other relevant inputs to customer strategy
- ▶ Identify, analyse and interpret trends, patterns and stories told through available customer data in the CRM and other university systems, including cleansing data and connecting customer data to other available data sets
- ▶ Work in partnership with the broader team to generate and deliver timely and accurate insights and reporting to inform decisions relating to all customer touch-points
- ▶ Lead and manage the design and development of the customer analytical capability of the business to ensure feedback is accurately captured and effectively linked to corporate initiatives and strategies
- ▶ Establish a voice-of-customer program to ensure the on-going capture of customer feedback to ensure the information reflects a deep understanding of our customers
- ▶ Work collaboratively in building a shared sense of direction and a culture based on customer centric thinking with leaders and by providing insights which enhance the School's understanding of the voice of the customer
- ▶ Support and facilitate a customer insight-led culture focused on business problem solving by ensuring the establishment of customer insights capability frameworks are in place.

2. Selection Criteria

2.1 ESSENTIAL

- ▶ Post-graduate qualifications or progress towards postgraduate qualifications and extensive relevant experience and management expertise in business information systems, business analytics, marketing, psychology or an equivalent combination of relevant experience and/or education/training.
- ▶ Significant demonstrated experience providing analysis on consumer behaviour that shapes business decisions.
- ▶ Demonstrated experience in transforming and interpreting customer and market data from diverse sources into well articulated strategic and tactical insights and delivering insights on product, market and customer trends.
- ▶ Established knowledge and experience in customer focussed market research, including both quantitative and qualitative methodologies.
- ▶ Demonstrated experience in the acquisition, preparation and monitoring of complex data sets and performance.
- ▶ High level analytical and problem solving skills with the ability to exercise significant judgement and initiative.
- ▶ Demonstrated ability to work autonomously with considerable independence.
- ▶ Excellent interpersonal and verbal communication skills, both written and verbal with the ability to influence stakeholders across all levels of the organisation.
- ▶ High level organisational and time management skills, including the ability to prioritise workloads, work well under pressure, and organise own work and others to meet deadlines.

2.2 DESIRABLE

- ▶ Experience in, or knowledge of trends in continuing, professional and executive education and the higher education sector.
- ▶ Experience in business intelligence platforms and Customer Relationship Management Systems (e.g. Salesforce); data visualisation tools , programming languages (e.g. SQL, R), online survey software (Qualtrics)
- ▶ Experience in questionnaire design, data preparation and analysis.

3. Job Complexity, Skills, Knowledge

3.1 LEVEL OF SUPERVISION / INDEPENDENCE

The Customer Insights Manager works under the broad direction of the Director, Marketing and Customer Service and is expected to exercise a high level of independence and flexibility. The incumbent will routinely make independent decisions in response to a variety of sensitive and important matters.

Performance is measured against the achievement of annual goals and targets including key business measures.

3.2 PROBLEM SOLVING AND JUDGEMENT

A high degree of professional judgement is required with the essential ability to exercise well developed analytical, investigative and reporting skills to achieve agreed objectives. The incumbent is expected to analyse problems, recommend and implement the best solutions in a complex and rapidly changing environment.

The ability to exercise independent judgement is essential. Judgement and advice requirements focus on the strategic needs of the School in the context of broader University goals.

3.3 PROFESSIONAL AND ORGANISATIONAL KNOWLEDGE

The incumbent will be required to develop a sound knowledge of the inter-relationships within the University and how they apply to MSPACE and its offerings.

The position acts across a range of complex content, structural, policy and operational issues. The Customer Insights Manager is responsible for the strategic development and operational implementation of the customer insights strategy for MSPACE.

The position will need to develop a sound knowledge of the University's strategic directions and developing a detailed understanding of the inner workings of the University.

3.4 RESOURCE MANAGEMENT

The position has no direct staff or financial management responsibility. The incumbent is responsible for managing their own time and prioritisation of tasks to ensure that deadlines are met.

3.5 BREADTH OF THE POSITION

The position acts across a range of complex content, structure, policy and operational issues. Frequently working with internal and external stakeholders, the incumbent will deliver outcomes which are cognisant of broader University and School aims and activities in External Relations and Chancellery.

4. *Equal Opportunity, Diversity and Inclusion*

The University is an equal opportunity employer and is committed to providing a workplace free from all forms of unlawful discrimination, harassment, bullying, vilification and victimisation. The University makes decisions on employment, promotion and reward on the basis of merit.

The University is committed to all aspects of equal opportunity, diversity and inclusion in the workplace and to providing all staff, students, contractors, honorary appointees, volunteers and visitors with a safe, respectful and rewarding environment free from all forms of unlawful discrimination, harassment, vilification and victimisation. This commitment is set out in the University's People Strategy 2015-2020 and policies that address diversity and inclusion, equal employment opportunity, discrimination, sexual harassment, bullying and appropriate workplace behaviour. All staff are required to comply with all University policies.

The University values diversity because we recognise that the differences in our people's age, race, ethnicity, culture, gender, nationality, sexual orientation, physical ability and background bring richness to our work environment. Consequently, the People Strategy sets out the strategic aim to drive diversity and inclusion across the University to create an

environment where the compounding benefits of a diverse workforce are recognised as vital in our continuous desire to strive for excellence and reach the targets of Growing Esteem.

5. Occupational Health and Safety (OHS)

All staff are required to take reasonable care for their own health and safety and that of other personnel who may be affected by their conduct.

OHS responsibilities applicable to positions are published at:

<http://safety.unimelb.edu.au/people/community/responsibilities-of-personnel>

These include general staff responsibilities and those additional responsibilities that apply for Managers and Supervisors and other Personnel.

6. Other Information

6.1 ORGANISATION UNIT

The Melbourne School of Professional and Continuing Education (MSPACE) works to broaden the University's educational offerings in an increasingly competitive global environment for talent and skills.

MSPACE provides an institutional focal point for the development, delivery and promotion of professional, continuing and executive education programs and services for all academic divisions of the University.

MSPACE supports academic divisions to develop and deliver award and non-award education through a range of teaching and learning delivery modes and seeks to broaden opportunities for engagement in a variety of professional sectors.

In order to contribute towards these objectives, MSPACE supports and expands the University's professional, continuing and executive education initiatives through the provision of a coherent, whole-of-University framework.

6.2 BUDGET DIVISION

Organisational Structure

The Faculty of Business and Economics is home to Melbourne Business School (MBS) and to six teaching and research departments:

- ▶ Accounting
- ▶ Business Administration
- ▶ Economics
- ▶ Finance
- ▶ Management and Marketing
- ▶ Melbourne Institute of Applied Economic and Social Research

The Faculty has the following student and academic support centres:

- ▶ Academic Support Office
- ▶ Student Employability and Enrichment
- ▶ Research Development Unit
- ▶ The Williams Centre for Learning Advancement

The Faculty is supported by the following Professional Services Units:

- ▶ Finance
- ▶ Human Resources (including OHS)
- ▶ Marketing and Communications
- ▶ Service Level and Facilities Management
- ▶ Quality Office

The Faculty also hosts two University-wide initiatives:

- ▶ The Melbourne School of Professional and Continuing Education (MSPACE) which provides support to all Academic Divisions for their existing professional, continuing and executive education programs, and operates with a specific whole-of-institution mandate to significantly expand the University's professional, continuing and executive education offerings.
- ▶ The Melbourne Entrepreneurial Centre (MEC) which brings together a number of programs to focus a range of activities aimed at developing an entrepreneurial culture at the University of Melbourne.

Our Programs

There are about 9,500 students enrolled in undergraduate and graduate degrees within the Faculty.

The Bachelor of Commerce is one of the most sought-after business courses in Australia. From 1 May 2013 all graduate programs in business and economics are offered through Melbourne Business School. Melbourne Business School offers a full suite of professional Masters programs for those with little work experience right through to the MBA suite. It is also the home of leading research Masters degrees and the PhD.

Our Graduates

Since the Faculty was established it has produced over 53,000 graduates. Many of our alumni now occupy senior positions in business, government and academia, in Australia and around the world.

Further information about the Faculty is available at www.fbe.unimelb.edu.au

6.3 THE UNIVERSITY OF MELBOURNE

Established in 1853, the University of Melbourne is a leading international university with a tradition of excellence in teaching and research. The main campus in Parkville is recognised as the hub of Australia's premier knowledge precinct comprising eight hospitals, many leading research institutes and a wide-range of knowledge-based industries. With

outstanding performance in international rankings, the University is at the forefront of higher education in the Asia-Pacific region and the world.

The University employs people of outstanding calibre and offers a unique environment where staff are valued and rewarded.

Further information about working at The University of Melbourne is available at <http://about.unimelb.edu.au/careers>.

6.4 GROWING ESTEEM, THE MELBOURNE CURRICULUM AND RESEARCH AT MELBOURNE: ENSURING EXCELLENCE AND IMPACT TO 2025

Growing Esteem describes Melbourne's strategy to achieve its aspiration to be a public-spirited and internationally-engaged institution, highly regarded for making distinctive contributions to society in research and research training, learning and teaching, and engagement. <http://about.unimelb.edu.au/strategy-and-leadership>

The University is at the forefront of Australia's changing higher education system and offers a distinctive model of education known collectively as the Melbourne Curriculum. The new educational model, designed for an outstanding experience for all students, is based on six broad undergraduate programs followed by a graduate professional degree, research higher degree or entry directly into employment. The emphasis on academic breadth as well as disciplinary depth in the new degrees ensures that graduates will have the capacity to succeed in a world where knowledge boundaries are shifting and reforming to create new frontiers and challenges. In moving to the new model, the University is also aligning itself with the best of emerging European and Asian practice and well-established North American traditions.

The University's global aspirations seek to make significant contributions to major social, economic and environmental challenges. Accordingly, the University's research strategy *Research at Melbourne: Ensuring Excellence and Impact to 2025* aspires to a significant advancement in the excellence and impact of its research outputs. <http://research.unimelb.edu.au/our-research/research-at-melbourne>

The strategy recognises that as a public-spirited, research-intensive institution of the future, the University must strive to make a tangible impact in Australia and the world, working across disciplinary and sectoral boundaries and building deeper and more substantive engagement with industry, collaborators and partners. While cultivating the fundamental enabling disciplines through investigator-driven research, the University has adopted three grand challenges aspiring to solve some of the most difficult problems facing our world in the next century. These Grand Challenges include:

- ▶ Understanding our place and purpose – The place and purpose grand challenge centres on understanding all aspects of our national identity, with a focus on Australia's 'place' in the Asia-Pacific region and the world, and on our 'purpose' or mission to improve all dimensions of the human condition through our research.
- ▶ Fostering health and wellbeing – The health and wellbeing grand challenge focuses on building the scale and breadth of our capabilities in population and global health; on harnessing our contribution to the 'convergence revolution' of biomedical and health research, bringing together the life sciences, engineering and the physical sciences; and on addressing the physical, mental and social aspects of wellbeing by looking beyond the traditional boundaries of biomedicine.
- ▶ Supporting sustainability and resilience – The sustainability and resilience grand challenge addresses the critical issues of climate change, water and food security,

sustainable energy and designing resilient cities and regions. In addition to the technical aspects, this grand challenge considers the physical and social functioning of cities, connecting physical phenomena with lessons from our past, and the implications of the technical solutions for economies, living patterns and behaviours.

Essential to tackling these challenges, an outstanding faculty, high performing students, wide collaboration including internationally and deep partnerships with external parties form central components of Research at Melbourne: Ensuring Excellence and Impact to 2025.

6.5 GOVERNANCE

The Vice Chancellor is the Chief Executive Officer of the University and responsible to Council for the good management of the University.

Comprehensive information about the University of Melbourne and its governance structure is available at <http://www.unimelb.edu.au/governance>