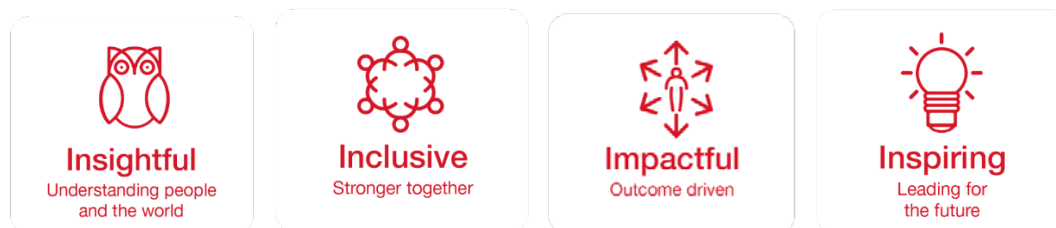


## Manager, Market Intelligence and Insights

Division of Marketing and Communication

Classification	Level 8
Delegation Band	<a href="#">Delegations and Authorisations Policy (see Section 3)</a>
Hours per Week	35
Nature of Employment	Fixed term
Workplace Agreement	<a href="#">Charles Sturt University Enterprise Agreement</a>
Date Last Reviewed	8 April 2019

### Our University Values



### Our Core Competencies

Charles Sturt University (CSU) staff are expected to demonstrate the following competencies:

#### ***Set Direction and Deliver Results***

- Creating and innovating.
- Delivering results and meeting customer expectations.
- Entrepreneurial and commercial thinking.

#### ***Collaborate with Impact***

- Relating and networking.
- Working with people.
- Persuading and influencing.

#### ***Lead Self and Others***

- Adhering to principles and values.
- Deciding and initiating action.
- Adapting and responding to change.

## Division of Marketing and Communication – Organisational Environment

The Division of Marketing and Communication plays a lead role in positioning Charles Sturt University as the dominant higher education provider in our regions. The function is forward-thinking, and results-driven, and is comprised of a Market Strategy and Partnering Group, Brand and Performance Marketing Group and Sales and Customer Experience Group. The Division's overarching purpose is to work with partners to create a transformational brand promise, product portfolio and experience that work to attract and engage students, staff, alumni and community.

Professional behaviours important to the Division include: Respect, Integrity, Accountability, Openness and Transparency, Responsiveness, Collegiality.

### Organisational Chart



### Reporting Relationships

This position reports to: Director, Market Strategy & Partnering

This position supervises: Marketing Insights Officer

### Key Working Relationships

- Marketing Business Partners (Faculty)
- Associate Director, Brand and Performance Marketing
- Associate Director, Sales and Customer Experience
- Division of Strategy, Planning and Information

## **Position Overview**

The Manager, Market Intelligence and Insights will be responsible for establishing and leading the Market Intelligence unit at CSU, and driving the development and execution of the Division of Marketing and Communication (DOMC) Data Strategy to meet business objectives.

This position will work with internal stakeholders to identify intelligence requirements, and then work with resources within their team and in other Divisions to map an annual cycle for collection, analysis and dissemination of information and insights.

This will include evaluation of current information sources and identification of gaps; review of current reports and development of standardised reports for frequent or common needs; and developing an online platform for the sharing of these outputs.

Once the initial process and plan is developed, this position will lead the implementation and continuous improvement of the provision of market intelligence, ensuring that business decisions are insight led.

This is a critical position and, to ensure the success of this Unit, the candidate must have the required analytical and commercial skills in addition to strong reporting, influencing and interpersonal skills in order to work with the relevant CSU stakeholders. Management reports and discussion papers produced in this role should support University strategic planning and the development and evaluation of marketing and promotional plans, and provide advice in policy determination, review and enhancement.

## **Principal Responsibilities**

### **Strategic Leadership**

Outcome: Work collaboratively and contribute effectively to the Division's strategic leadership.

- Contribute to the strategic planning/direction of the Division by working in a collaborative manner with the management team and other internal stakeholders, and actively participating in working parties and committees.
- Provide information, advice and ideas to formal strategic and operational planning processes undertaken by the Division while staying abreast of any issues, major trends, new and emerging research technologies and marketing best practice.
- Lead the development of the DOMC Data and Intelligence Strategy to meet business needs.
- Lead the development of a function capable of gathering and using market intelligence to analyse CSU's competitive environment and further its business objectives.
- Ensure that activities of the team are appropriately aligned with the broad directions and strategies of the Division and the University.
- Contribute to and monitor key Divisional performance indicators.
- Work with programmers and other technical staff to develop and continuously improve solutions for data and intelligence collection, analysis and sharing.

## **Operational and Administrative Management**

Outcome: Effectively manage operational and administrative activities.

- Effectively and efficiently manage/monitor allocated financial resources.
- Lead the initial design of the core analysis cycle relative to decision making timelines along with the final design of the analysis framework.
- Provide accurate, timely market intelligence and strong associated analytical support to ensure that business-critical decisions and strategy development are fact based.
- Identify key sources of internal and external information.
- Manage, lead and work with a team of research and marketing staff across the Division.
- Develop and implement a research plan that supports marketing activity and includes monitoring, review and analysis of activity. The focus of the plan will outline improvements in recruitment activities based on relevant data.
- Deliver concise reports that offer actionable recommendations.
- Manage identified risks associated with unit operations.
- Communicate and foster a commitment to continuous improvement within the Division.
- Lead projects to improve the effectiveness and efficiency of University resources, recruitment processes and systems.

### **Capabilities**

- Strong leadership and proven management expertise, with experience in motivating and leading a team to ensure required outcomes are achieved.
- Clear, responsive, research-informed thinking that demonstrates an understanding of the political, economic and social environments of higher education policy and development at local, state and national levels.
- Highly developed communication and interpersonal skills as well as networking and industry benchmarking abilities.
- Strong organisational, project and time management skills, and the ability to adjust and utilise experience in a complex and competitive environment that is undergoing change.
- Critical thinking and problem solving skills, with the ability to grasp high level concepts easily and convert to actionable activities.
- Proven ability to work independently and maintain high levels of activity or productivity.
- Experience in developing and managing budgets to ensure fiscal accountability.
- Awareness of conditions that affect work health and safety, ensuring the privacy and confidentiality of colleagues and information, valuing each other's differences and avoiding conflicts of interest.

### **Specific skills, knowledge and competencies**

- An understanding of various market forces affecting the University environment, as well as good knowledge of the University environment itself, to ensure accurate and timely information dissemination.
- Analytical and commercial skills in relation to research and business development.
- Strong reporting, influencing and interpersonal skills in order to work with the relevant CSU stakeholders.
- Excellent attention to detail to ensure accuracy of data and information provided.
- Initiative to set priorities, change work practices to achieve better outcomes, and work unsupervised on specific tasks.
- The ability to manage projects, time and resources to meet requirements while maintaining a high standard of quality.
- Proven ability to work independently and maintain high levels of activity or productivity.

## **Physical Capabilities**

The incumbent may be required to:

- Work in other environments beyond the school such as other campuses as well as possible car and air travel. It will include work with a diverse range of staff, students and community members.
- On occasion drive a university vehicle distances up to 500kms per day within the terms of the University's Driving Hours Guidelines and Policy available at <https://policy.csu.edu.au/document/view-current.php?id=184>.

## **Selection Criteria**

Applicants are expected to address the selection criteria when applying for this position.

### **Essential**

- A. A degree with substantial extension of the theories and principles, normally requiring at least eight years relevant graduate experience; or a range of management experience; or postgraduate qualifications with relevant experience; or an equivalent level of knowledge gained through any other combination of education, training and/or experience.
- B. Substantial experience in data extraction and manipulation, conducting data and trend analysis, and presenting clear, concise and actionable reports, including insights and recommendations to support strategic objectives.
- C. Experience in the use of, and ability to scope and guide improvements to systems relevant to the position.
- D. Strong analytical, numerical and problem solving skills and the ability to analyse research data, and communicate key findings to senior management.
- E. Proven ability to develop and implement communication strategies and plans in line with research findings, ensuring appropriate mechanisms are in place to track and measure related outcomes and to communicate these to senior management.
- F. Excellent written and verbal communication skills with demonstrated experience in building strong relationships with key stakeholders.
- G. Strong management skills and the ability to lead a team of professional staff, work as part of that team, and work collaboratively across different management levels and campuses.
- H. Excellent organisational, planning, budget and project management skills, and proven ability to plan and coordinate workloads to achieve goals and meet deadlines.

### **Desirable**

- I. Data visualisation and dashboard reporting.

## **Information for Prospective Staff**

### **Your Application**

E-recruitment is the method by which CSU manages its recruitment processes and it is preferred that all applications be lodged using this method. Please refer to [www.csu.edu.au/jobs/](http://www.csu.edu.au/jobs/).

If intending applicants are unable to access this website, please contact the HR Service Centre on 02 6338 4884.

### **Staff Benefits**

CSU is committed to providing an employment environment that fosters teamwork, innovation, reflective practice, continual learning, knowledge sharing and opportunities for staff to achieve their full potential. CSU is committed to providing a flexible working environment that encourages employees to live a balanced lifestyle, combining work and family responsibilities.

To find out more: <http://www.csu.edu.au/jobs/working-with-us/benefits-and-rewards>.

### **Essential Information for Staff**

- All employees have an obligation to comply with all the University's workplace health & safety policies, procedures and instructions and not place at risk the health and safety of any other person in the workplace;
- All employees are required to be aware of and demonstrate a commitment to the principles of equal opportunity in the workplace;
- All employees are to ensure the creation and maintenance of full and accurate records of official University business adheres to the University's Records Management Policies; and
- All employees are expected to undertake an induction program on commencement.

Further information regarding the policy and procedures applicable to Workplace, Health and Safety and Equal Opportunity can be found on the CSU website <http://www.csu.edu.au/division/hr/>.

Further information regarding the policies and procedures of CSU can be found in the CSU Policy Library at: <https://www.csu.edu.au/about/policy>.

The following links are listed from [CSU Policy Library](#) on relevant specific policies:

- [Code of Conduct](#)
- [Staff Generic Responsibilities Policy](#)
- [Delegations and Authorisations Policy](#)
- [Outside Professional Activities Policy](#)
- [Intellectual Property Policy](#)