

Details

Area	Partnerships Portfolio
Team	Marketing/ Future Students
Location	Burwood campus/Flexible, all campuses
Classification	HEW level 8
Reports to	Director, Future Students

Deakin

Deakin is a Victorian university with a global impact. We are agile and innovative, and committed to making a positive impact through our excellence in education and research and the contributions we make to the wider community.

Our reputation has been built on the dedication and expertise of our staff. We offer a dynamic, diverse and inclusive working environment with opportunities to grow and develop careers. We believe that a progressive, thriving culture will ensure people choose to come, and stay at Deakin and contribute to our ongoing success.

As one of Australia's largest universities, Deakin has strong global linkages, world-class research and an education portfolio that blends the best of campus and digital delivery into a highly supportive and personalised student experience.

We offer outstanding education founded on the experience we create for our learners and guided by graduate outcomes for successful lives and careers. We undertake globally significant discovery research that benefits our communities through the innovative translation of our ideas into new services, products, policies and capabilities.

Deakin campuses sit on Wadawurrung, Wurundjeri, and Eastern Maar Countries, and the University acknowledges, values and deeply respects its connection with the Traditional Custodians and Elders past and present of these lands and waterways. Deakin is the most popular university destination in Victoria for Aboriginal and Torres Strait Islander students and has a rich history of supporting the ambitions of First Nations students, including through the NIKERI Institute (formerly the Institute of Koorie Education).

Deakin aspires to be Australia's most progressive university, with the principles of diversity, equity and inclusion underpinning our approach to education, research, employability, digital delivery, innovation, and partnerships for impact. Our vision is for an inclusive environment where we value and celebrate diversity, embrace difference and nurture a connected, safe and respectful community. We want Deakin to be a place where all staff and students feel included and respected for their unique perspectives and talents.

[Strategic Plans – Deakin 2030: Ideas to Impact](#)

[Benefits of working at Deakin](#)

Overview

The Project Manager, Future Students is responsible to manage the planning, development, marketing and implementation of a range of face to face and digital undergraduate and postgraduate future student events and campaign strategies. This role will project manage and execute the University's open day event strategy across all campuses to effectively achieve set objectives and maximise reach of key target audiences, including key influencers. Work collaboratively across the University to manage, coordinate, influence and support key internal and external stakeholders. Provide leadership, support and a point of escalation for team members to ensure strategies are implemented effectively.

Reporting to the Director, Future Students this role will:

- Actively engage and enable collaboration across teams and with a diverse range of stakeholders to support inclusive and accessible solutions that align with established strategic goals
- Establish systems and procedures to guide work and track progress, striving for continuous improvement and regularly overcoming operational barriers to achieve desired outcomes.
- Plan for and manage risks and ensures timely delivery of programs and services
- Determines cost of people, materials, negotiates resources and other program aspects
- Support and guide others in managing stress, role model optimism in times of change and strive for balance in behaviour in terms of inclusivity, sustainability and excellence
- Use understanding of the client context to anticipate needs, tailor services, improve service offering and ensure a high-quality outcome by addressing client feedback and setting service standards
- Navigate appropriate course of action, gain agreement on preferred approach and prepare advice (information, materials and recommendations) to meet specific stakeholder style and requirements
- Use understanding of the target audience to structure and shape communication to meet their information needs or concerns and anticipate and prepare for the audience's reactions and questions
- Act as a coach and work with team members to facilitate growth and development by giving balanced, constructive feedback considering individual capability and team performance, in alignment with Deakin's code of conduct and core university strategies and policies that promote a safe, sustainable and productive working environment

Accountabilities

- Actively engage with a diverse range of stakeholders, analyse problems and weigh up a range of options to negotiate inclusive and accessible solutions. Implement solutions, evaluate effectiveness and adjust actions as required.
- Continually evaluate progress and re-prioritises work based on changing needs and strive for excellence and effectively overcome barriers to achieve outcomes. Monitor progress and risks, adapt personal and team priorities and plans as required.
- Encourage and coach others to question traditional assumptions, review practices and policies and draw on a range of information sources to identify new ways of doing things and ways of being inclusive.
- Promote teamwork across functions to support the achievement of goals and set a positive example of achievement and inspire others to succeed with ethics.
- Actively promote and drive inclusive change using broad influencing skills to gain support and overcome barriers to generate enthusiasm about change.
- Understand and integrate perspectives held within different areas of the University and put plans in place to build collaboration. Proactively build mutually beneficial, ethical alliances and develop common goals with others.
- Use understanding of the customer context to tailor services and advice and ensure a high-quality outcome. Improve service provided through addressing customer feedback and setting service standards
- Use understanding of individuals to get the best learning outcomes for the person and organisation and take time to apply relevant learning in day to day operations and set high standards for performance through continuous learning.
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Selection

- 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
- Experience initiating and implementing customer focused strategies, plans and events within set timeframes and budgets.
- Superior interpersonal, verbal and written communication skills, including confidently addressing both large and small audiences.
- Proven experience in project management, including the ability to set milestones, track progress, and adapt plans to ensure successful project delivery.
- Strong stakeholder engagement skills, with demonstrated ability to influence, collaborate, and build productive relationships across various levels within an organization.
- Proficiency in risk assessment and management to anticipate challenges and implement effective solutions within project scopes.

Capabilities

- **Leads Culture** creates transparent, engaged and inspiring cultures, leads culture change.
- **Delivers Outcomes** creates clarity through governance, makes decisions that result in quality outcomes.
- **Innovates** creates an environment where creativity and innovation are valued.
- **Plans work** plans the delivery of work while balancing priorities and resources.
- **Improves Work** proactively improves the efficiency and quality of processes and systems.
- **Strategic Analysis** uses cross-disciplinary knowledge, intelligence and insights to inform future direction.

Special Requirements

- This position requires the incumbent to work outside business hours.
- This position will require the incumbent to regularly travel within Victoria, domestic and/or international to attend conferences, events and to represent the university.
- This position requires the incumbent to hold a current Working with Children Check

Note The intention of the position description is to provide an outline of scope and responsibilities, at a point in time. Please note, responsibilities may evolve in accordance with organisational needs.