

Associate Director, Engagement & Programs

HEP Level 10

| | |
|--|---|
| POSITION NUMBER | Insert 000000 |
| ORGANISATIONAL UNIT | Student Recruitment and Marketing |
| POSITION REPORTS TO | Director Student Recruitment |
| OVERALL PURPOSE | <p>The overall purpose of the Associate Director, Engagement & Programs is to manage the strategic direction and drive the success of the VU Early Entry Program as a loyalty-based initiative.</p> <p>This role is pivotal in expanding the reach of the student recruitment team by driving innovation through technology and digital channels. The Associate Director Digital Recruitment and Loyalty Programs will lead the development and implementation of immersive and experiential marketing activations, creating impactful and memorable experiences for prospective students. Through these initiatives, the role aims to increase engagement and enrolments across Victoria University's courses.</p> |
| ORGANISATIONAL CONTEXT AND RELATIONSHIPS | <p>Within the University the position:</p> <ul style="list-style-type: none"> ◆ works closely with Admissions and Student Services ◆ Works with all Colleges, VU TAFE, Admissions, Pathways and Retention, Student Services, Research, Engagement & Advancement. ◆ supervises the Student Recruitment staff as required <p>Outside the University the position liaises with:</p> <ul style="list-style-type: none"> ◆ Secondary Schools, Victoria Institute of Teaching, CEAV and Career Groups, Smith Family, Western Bulldogs and other partners, community and professional organisations ◆ External suppliers and partners |
| LOCATION/CAMPUS | The position is currently located at the Footscray Park Campus of the University. The position and incumbent may be relocated to any other existing or future University work locations where it conducts its operations. |

KEY CAPABILITIES

Victoria University is committed to building core capability across VU through investment in our staff, our systems and our processes. We will develop the capabilities of our staff to:

Deliver – Excellence Results-driven, accountability, problem solving focus.

Engage – Customer service mind-set internally, externally and particularly for students.

Collaborate and Partner – Build successful relationships, communicate effectively, influence and negotiate.

Innovate – Entrepreneurship, growth, continuous improvement, digital transformation.

Lead – Inspire direction, lead change, manage and develop people.

OUR ORGANISATION

Victoria University (VU) is a dual sector (higher education and TAFE) tertiary institution based in Melbourne, Australia. VU has academic colleges, each covering a broad discipline of study, and several research institutes and research centres. The University has campuses in Melbourne's CBD and western region, and a campus in Sydney and Brisbane. It also offers courses at partner institutions throughout Asia. Over 40,000 students, including around 14,000 international students, study VU courses worldwide. In 2016, VU celebrated its 25th anniversary as a university, which also marked its 100 years as an educational institution.

Commitment to Protecting Country:

Victoria University honours its deep diversity as a foundation for collaboration and social progress. We will demonstrate sensitivity in respecting First Nation perspectives. We will ensure that we respect our Indigenous voices and commit to sustainable Protecting Country. We will take leadership responsibility, in all that we do, to improve the health and wellbeing of our local and global communities, and the planet that we share.

Commitment to Diversity and Inclusion at VU:

Victoria University believes that diversity of the workforce adds value to the University and creates a stronger, richer working environment for everyone. We are committed to making reasonable adjustments to ensure that our employees have positive, barrier-free work environments that accommodate their access needs. Employees who require adjustments are encouraged to discuss their needs with their line manager.

ORGANISATIONAL UNIT

The Student Recruitment Team within Marketing Portfolio acts as the front line engagement team—representing the brand externally and developing strong relationships with priority secondary schools, Careers Practitioners and key influencers to increase awareness of preferences and applications to Victoria University and to Victoria University TAFE. In addition, this team drives and implements a range of recruitment and account management tactics to drive applications to VU for all audiences. The team also delivers Open Day, the largest recruitment event in the University calendar.

MAJOR TASKS AND ACCOUNTABILITIES

- ◆ Provide leadership and management of the development of creative concepts for immersive and experiential marketing activations working with internal partners and external vendors to bring experiential marketing concepts to life.
- ◆ Develop and implement a comprehensive plan to position the VU Early Entry Program as a loyalty-based program.
- ◆ Lead and manage loyalty-based initiatives aimed at enhancing long-term engagement and conversion of VU Early Entry students.
- ◆ Manage allocated budgets for staffing, resources, expenditure and ensure all financial delegations, policies and procedures are met.
- ◆ Develop and execute a digital strategy to enhance the reach and effectiveness of student recruitment efforts.
- ◆ Identify and integrate new technologies and digital tools to amplify and expand the reach of the Student Recruitment team, improve engagement and optimize operational efficiencies while building key relationships with stakeholders across the process.
- ◆ Provide authoritative and strategic data driven advice to improve the effectiveness of digital recruitment efforts for the area.
- ◆ Work collaboratively with all other senior roles within the marketing portfolio to achieve student recruitment targets and strategic objectives including study options are communicated and promoted to target audiences.
- ◆ Build and recruit high performance teams via staff development and coaching, managing performance, encouraging excellence in service delivery.
- ◆ Provide relevant professional development opportunities to the team while ensuring key objectives of the area are met.
- ◆ Identify, assess, prioritise and control risks to the health and safety of staff, students, visitors and contractors to the arising from the operation of the area under their responsibility, and insure that a safe system of is developed and followed through appropriate training, supervision and monitoring in line with the annual OHS Plan

TYPICAL/MAJOR CHALLENGES

- ◆ Works with a considerable degree of autonomy and will sometimes be required to solve problems for which there is little precedent and to negotiate suitable processes internally and with external suppliers.
- ◆ Significant innovation, initiative and judgment required to meet the operational and strategic requirements of the role including an ability to deal with complex issues.
- ◆ Delivering continuous improvements and building effective relationships with internal and external stakeholders to create demand and support brand position for VU Courses.
- ◆ Adherence to all standard internal and external operating policies, procedures, and performance indicators relevant to role and department.

LEVEL OF SUPERVISION

- ◆ Operates under broad direction from the Director, Student Recruitment and may manage other administrative, technical and/or professional staff to execute on marketing initiatives.

PROFESSIONAL AND ORGANISATIONAL KNOWLEDGE

- ◆ Demonstrated expertise in developing and implementing student recruitment strategies, with a particular focus on loyalty-based programs and digital engagement.
- ◆ Strong knowledge of digital marketing strategies, tools, and technologies, including CRM systems, data analytics, and online engagement platforms.
- ◆ Proven experience in creating and executing immersive and experiential marketing activations, from concept development to implementation.
- ◆ Proficient in managing budgets for staffing, resources, and expenditure, ensuring compliance with financial delegations, policies, and procedures.
- ◆ Knowledge of how large and complex environments operate and the importance of cross-unit collaboration to achieve successful outcomes.
- ◆ Ability to apply judgement, creativity and flexibility to generate new and innovative ideas and approaches to solve complex problems within the scope of this role.

KEY SELECTION CRITERIA

Essential

1. Knowledge or training equivalent to: Proven expertise in the management of significant human and material resources; in addition to, in some areas postgraduate qualifications and extensive relevant experience.
2. Demonstrated extensive experience and knowledge of loyalty-based customer programs or long-term customer engagement and conversion programs.
3. Proven ability to formulate and execute a digital strategy to enhance the reach and effectiveness of marketing or recruitment messaging.
4. Demonstrated ability to provide strategic and operational leadership across functions.
5. Strong knowledge and experience in utilizing data analytics to track and analyse the effectiveness of digital recruitment efforts.
6. Proven experience in leading the development of creative concepts for immersive and experiential marketing activations.
7. Demonstrated ability to monitor expenditure and ensure effective utilisation of budget allocations to meet objectives and to identify, assess and prioritise competing demands to deliver high-quality services within tight deadlines.
8. Excellent interpersonal and communication skills (oral and written), influencing and negotiation skills, presentation and report writing skills, with ability to develop insight dashboards and provide accurate and well-presented reports on complex issues.
9. A current E (Employee) Working with Children Check
10. Demonstrated capacity to understand and comply with employer policy and practices in all aspects of work and conduct, including OH&S and Anti-Discrimination responsibilities and complete/attend relevant training.