

## POSITION DESCRIPTION

<b>Position Title</b>	Executive Director - Engagement and Support
<b>Position No</b>	10031
<b>Department</b>	
<b>Faculty/Centre</b>	Institute Executive
<b>Classification</b>	TAFE Executive Officer
<b>Salary Range</b>	TAFE Executive
<b>Prepared By</b>	Chief Executive
<b>Date</b>	April, 2024
<b>Approved By</b>	Chief Executive
<b>Primary Objectives of Position</b>	<ol style="list-style-type: none"> <li>1. Strategically lead the development and implementation of student acquisition and support aligned with the Institute's Vision 2030.</li> <li>2. Lead the strategic development and implementation of: <ul style="list-style-type: none"> <li>▪ student voice and partnership into the Institute's governance structure</li> <li>▪ an Institute wide Service Strategy to ensure scope, functions, innovation and protocols lead to students receiving the highest standards of service across the student journey</li> <li>▪ the Institute's brand and marketing.</li> </ul> </li> <li>3. Be an active member of the Executive team and provide expert advice to the Chief Executive on matters relating to strategy, policy, procedures, planning and operations to ensure that the Institute achieves its stated strategic goals, objectives and business continuity.</li> </ol>
<b>Manager/Supervisor</b>	Chief Executive (CE)
<b>Direct Reports</b>	<ul style="list-style-type: none"> <li>▪ Registrar</li> <li>▪ Associate Director - Brand, Marketing and Communications</li> <li>▪ Manager - Student Wellbeing</li> <li>▪ Head of Student Recruitment</li> <li>▪ Manager – Student Engagement and Equity</li> <li>▪ Manager - Library</li> <li>▪ Manager - Learning Skills Centre</li> <li>▪ Manager - Apprentice Central</li> <li>▪ Operations Manager - Student Management Systems and Recruitment Systems</li> </ul>
<b>Internal Communication Requirements</b>	Maintain effective lines of communication with members of the Board, Directorate, Faculty Deans, Associate Directors, Heads of Administrative departments, Heads of Teaching departments, teaching and support staff.

## External Communication Requirements

- Current and prospective students
- State and Commonwealth government departments and agencies and relevant local and international professional and industry representatives.
- Vocational Education and Training (VET) bodies, universities, alliance and community partners and other training providers relevant to the function.

## Specific Accountabilities

1. Provide high level strategic advice to the CE to promote enrolment growth, student engagement and support to ensure continuation as a leading provider in the educational sector.
2. Provide strategic leadership and management across the Engagement and Support portfolio and encourage and lead staff to undertake relevant professional development
3. Lead the cyclic review, development, communication and implementation of relevant policies and procedures within the Engagement and Support portfolio to maintain currency and compliance with Holmesglen's governance model.
4. Implementation a comprehensive brand, marketing and communications strategy identifying opportunities for growth and enhancement to promote the Institute as a leader of vocational and higher education.
  - Lead staff and student communication strategies via multiple channels
  - Oversee the centralisation of Learner enrolments and inbound call enquiries, to create innovative methods to engage and effectively convert learner applications to enrolment
5. Lead the Registrar and Student Administration departments.
  - Oversee, implement and monitor the VET Funding Contract (and annual changes), Free TAFE, Job Trainer and other contracts for delivery providing advice on meeting enrolment targets to the CE highlighting future direction and trends.
6. Identify opportunities and lead submissions to enhance existing or updating administrative and student onboarding technology.
7. Manage the external relationships with our business partners to identify opportunities to aid improvements, either technological or business orientated.
8. Develop and implement a Service Strategy for the Institute in line with Vision 2030 that promotes service excellence to deliver best in class outcomes for our learners, our community and business partners and our staff.
9. Provide high level strategic advice to drive appropriate and innovative solutions across the Institute learner support functions.
  - Lead Student Wellbeing ensuring students are provided with access to high quality counselling support and advice and ensure 'at risk' students are identified and assisted in a timely manner
  - Monitor the provision of student welfare, financial counselling services and Holmesglen scholarships
  - Oversee the Library operations to ensure appropriate and quality student support for learning resources, administrative and information services are provided for the teaching and learning functions across the Institute

- Oversee the Learning Skills Centre and promote educational solutions in line with specific learner needs to ensure learner success and satisfaction
  - Oversee the Apprentice Engagement and Support functions to ensure enrolments and support are provided to apprentices as well as engagement with employers.
10. Lead the development of a long-term Learner Engagement and Partnership strategy to introduce frameworks for Learner Voice and Partnership to be embedded into the Institute Governance structure.
  11. Guide and support the portfolio leaders to lead and participate in external key networks that benefit Holmesglen and enhance our reputation
  12. Drive a culture of achievement and collaboration across the portfolio, allowing staff to flourish and be acknowledged for their successes.
  13. Represent the Institute in an official capacity when required to do so, and confidently communicate to represent the Institute interests.
  14. Maintain effective lines of communication with the Board, Directorate, Faculties, Heads of Administrative Departments and other stakeholders throughout the Institute.
  15. Establish and maintain a work environment which is free from discrimination, bullying and harassment in accordance with Institute rules and policies.
  16. Prepare an annual set of Key Result Areas (KRAs) for the position and negotiate and monitor KRAs with portfolio managers.
  17. Ensure compliance with the requirements of Holmesglen policies, procedures and processes, applicable legislation and relevant regulatory authorities.
  18. Support the Institute's Strategic Plan and Vision and work to ensure that all activities align to the Institute's commitment to quality.
  19. Act in accordance with Holmesglen safety policies and procedures, including Child Safety Standards, to ensure that staff and departmental work areas and operations comply with relevant Occupational Health and Safety legislation.

## **Qualifications**

### **Minimum**

Relevant degree and postgraduate qualification and experience, or extensive management and leadership experience or an equivalent combination of relevant management and leadership experience and/or education and training.

## **Knowledge**

- A sound understanding of current issues in VET and higher education associated with student engagement and support.
- Knowledge of:
  - student lifecycle journey
  - student facing records systems and processes
  - admissions and enrolment compliance requirements
- A sound understanding of customer service.
- Thorough knowledge of policies and practices relating to equal opportunity, occupational health and safety, bullying, harassment and privacy legislation

<p><b>Experience</b></p>	<ul style="list-style-type: none"> <li>▪ Proven experience and success in: <ul style="list-style-type: none"> <li>- developing, leading and executing marketing strategies and initiatives, including branding, online, digital and social media</li> <li>- managing the student lifecycle at a tertiary education level</li> <li>- strategic planning and the management of strategic partnerships</li> <li>- developing and leading cross functional teams.</li> </ul> </li> <li>▪ Demonstrated leadership in building an effective leadership team that models the Institute ASPIRE values of ambition, scholarship, passion, integrity, respect and excellence.</li> </ul>
<p><b>Skills</b></p>	<ul style="list-style-type: none"> <li>▪ Proven ability to: <ul style="list-style-type: none"> <li>- create a culture of responsiveness and student focussed behaviour</li> <li>- to manage, motivate and lead staff in a complex and changing environment</li> <li>- to manage financial and physical resources</li> <li>- efficiently locate, collate, analyse and convey complex information within required time frames.</li> </ul> </li> <li>▪ Outstanding interpersonal skills and the ability to facilitate interaction and collaboration both internally and externally</li> <li>▪ Excellent verbal and written communication skills.</li> <li>▪ Strong negotiating skills.</li> </ul>
<p><b>Key Selection Criteria</b></p>	<p>In addition to qualification requirements the incumbent will have:</p> <ol style="list-style-type: none"> <li>1. Proven ability to create a culture of student focussed responsiveness</li> <li>2. Experience in managing the student lifecycle at a tertiary education level.</li> <li>3. Proven success in developing, leading and managing cross functional teams</li> <li>4. Outstanding interpersonal skills and the ability to facilitate interaction and collaboration both internally and externally.</li> <li>5. Significant knowledge and understanding of the educational requirements, issues and policies affecting the tertiary education sector with respect to student engagement and support.</li> </ol>
<p><b>Note</b></p>	<ul style="list-style-type: none"> <li>▪ This position description describes in general terms the normal duties which this position is expected to undertake. Duties not specifically mentioned in this document, but within the capacity, qualifications and experience normally expected from people occupying positions classified at this level may be allocated.</li> <li>▪ Employees attending certain workplace settings, including health and care facilities, may be required to meet mandatory vaccination obligations.</li> <li>▪ Due to the nature of the position, there is a requirement to accommodate flexible working hours and attendance requirements. Occasional out of hours and weekend work, as well as business related travel within Australia and overseas to represent Holmesglen may be required.</li> </ul>

- The incumbent may be required to perform their duties at any campus or location controlled by Holmesglen Institute or elsewhere as directed.
- Holmesglen is a child safe organisation. This position requires a valid Victorian Employee Working with Children check.
- Holmesglen cultivates a workforce that embraces and values student voice and partnership.