



Knowledge Management Lead

Portfolio/Faculty:	Engagement and Support
Department/Workgroup:	Student Recruitment Centre
Position No.	
Reports to:	Head of Student Recruitment
Classification:	PACCT Worker Level 6
Direct reports:	Not Applicable
Date:	June 2024

Overview of the Portfolio

The Engagement and Support portfolio provides a range of Institute wide services that promote student engagement, success and foster a positive Holmesglen experience. The portfolio consists of a range of departments that support the student journey from pre-enrolment to graduation. Departments include:

- Apprentice Central
- Brand, Marketing and Communications
- Learning Skills Centre
- Library
- Registrar
- Student Recruitment
- Student Engagement and Equity
- Student Wellbeing

Profile of the Department

The Student Recruitment team at Holmesglen was established in January 2023 to provide prospective students with a positive experience by simplifying inquiries and the application process. In July 2023, a new strategy and team vision were launched, focusing on enrolling students in appropriate courses, ensuring quality outcomes, identifying necessary support services, and conducting detailed Pre-Training Reviews (PTR).

The Student Recruitment team is the institute's primary contact centre and handles all enquiries, providing exceptional customer service. The team has received multiple awards over the years, including Best Customer Engagement Organisation in 2021, 2022, and 2024, as assessed by Customer Service Benchmarking Australia (CSBA) in conjunction with the Association of Tertiary Education. The team was also a finalist for Best Customer Service in the 2024 Contact Centre Week (CCW) held in the Gold Coast.

Key milestones include consolidating the Enrolment Centre and Connect into the new Student Recruitment team in January 2023, moving to new offices in Chadstone in April 2023, and launching the new strategy in July 2023. The strategy, segmented into People, Process, and Systems, has led to significant achievements, such as developing training modules for staff, reducing application-to-enrolment waiting times and increasing conversion rates.

About the Role

The Knowledge Management Lead develops and implements organisational knowledge-sharing strategies and maintains knowledge management (KM) functions aligned with industry best practice standards and Institute and regulatory requirements. The position oversees system functionalities, data integrity, system optimisation and effective and efficient operations by collaborating with internal and external stakeholders to achieve Institute, portfolio and departmental objectives.

As a primary requirement, the Knowledge Management Lead provides specialist advice and support to optimise the admissions process by defining Key Performance Indicators, monitoring and analysing performance metrics and integrating practices with business processes for improved efficiency, customer satisfaction and organisational performance.

Key Accountabilities

1. Develop a new governance framework for KM, and customer relationship management (CRM), to improve quality of data accessed by staff in the delivery of front-line customer service and to achieve desired outcomes.
2. Retain ownership of the Institute's KM system and engage with subject matter experts to ensure information is current and that there is seamless delivery across the Institute. In addition, ensuring front line staff have accurate and easy to access key information to support first call resolution of enquiries/issues.
3. Monitor, evaluate and report on the usage and effectiveness of the KM system, develop training resources and manage the ongoing administration of the KM system. This will include developing business requirements for system improvements and future upgrades.
4. Design and develop templates and maintain a knowledge articles depository for multichannel communication, ensuring KM remains scalable across Institute communication platforms and usage that is clear, action-based, and easy to understand.
5. Contribute to, and actively participate in, KM system implementation and maintenance and collaborate across key stakeholders to monitor and optimise the KM functions to ensure business expectations are achieved.
6. Implement Student Recruitment team improvement strategies to ensure continued improvement of the customer experience and achievement of business objectives.
7. Gather user and business requirements in organisational technology projects and work effectively with technical and non-technical resources to enhance operations.
8. Adopt a solution-focussed approach to identified issues, identify improvement initiatives and implement continuous improvement strategies through data analysis by responding to customer feedback.
9. Ensure compliance with the requirements of Holmesglen policies, procedures and processes, applicable legislation and relevant regulatory and government authorities.
10. Support the Institute's Strategic Plan and Vision and work to ensure that all activities align to the Institute's commitment to quality.
11. Act in accordance with Holmesglen safety policies and procedures, including Child Safety Standards, to ensure that departmental work areas and operations comply with relevant Occupational Health and Safety legislation.

Key Selection Criteria

1. Demonstrated experience in leading KM engagement, balancing competing demands to achieve business objectives and establishing effective stakeholder relationships to ensure exceptional customer service.
2. Demonstrated ability to work within an environment of rapid technological evolution and change including knowledge of how KM and CRM can be used to improve service efficiency and effectiveness and to drive improvements on customer-focussed processes.
3. Ensure KM practices meet the needs of, and deliver the desired outcomes to, key stakeholders whilst aligning to the strategic objectives of superior customer services.

4. Proven problem-solving ability to translate high-level strategic business objectives into business processes or solutions including experience in managing and developing requirements for frontline customer systems, including CRM platforms, and the ongoing improvement of systems and processes.
5. Excellent verbal and written communication skills and well-developed interpersonal and customer service skills including the ability to deal effectively with clients and stakeholders.
6. Demonstrated organisational, technological and administrative skills, including time management skills, with a demonstrated ability to meet deadlines, achieve goals and work concurrently on and prioritise multiple tasks and work schedules.

Qualifications

Mandatory

- Degree and post graduate qualifications in Information technology, marketing, business, administration or similar field and relevant experience, preferably in the education sector.
- Lesser qualifications and substantial experience and management expertise in technical fields may be considered.

Knowledge

- Knowledge of designing, delivering, managing and improving IT service management (ITSM) of KM and CRM by aligning with business objectives.
- Sound understanding of:
 - customer experience best practices including frontline customer service management.
 - the application of quality management systems, including quality assurance and continuous improvement principles and processes.
- Familiarity with project management competencies, project planning and systems development, with basic knowledge of software development lifecycle would be an advantage.

Skills and Experience

- Significant experience at a senior level in the provision of knowledge management with a tertiary education provider or similar large and complex organisation including stakeholder management experience to achieve transformational change and proactively identify solutions to problems.
- Demonstrated excellent interpersonal, written and verbal communication skills, and customer service skills and the ability to relate professionally to clients and stakeholders.
- Experience in:
 - leading change and setting priorities in an environment of competing demands
 - process engineering, process development, improvement and implementation including articulating business needs to technical providers (internal and external) to improve systems and processes.
 - the use of MS Office products, internet-based applications and general database management software.
- Self-motivated with the ability to work independently with limited supervision and as part of a team, demonstrating initiative and problem-solving skills.
- Excellent organisational, technological and administrative skills with the ability to prioritise and balance work tasks and coordinate various concurrent activities and projects.
- Ability to:
 - manage stakeholders in a positive, supportive, and collaborative work environment.
 - provide authoritative advice and decisions based on established operational practices, professional standards, policies and procedures.
 - prioritise work tasks effectively and work under pressure while maintaining a high level of accuracy and attention to detail.

- Proven time management skills, with a demonstrated ability to meet deadlines, achieve goals and work concurrently on multiple tasks in an environment of competing demands.
- Analytical, numerical and problem-solving skills necessary to organise and interpret data to provide meaningful information and reports.

Other Relevant Information

- 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.
- Employees attending certain workplace settings, including health and care facilities, may be required to meet mandatory vaccination obligations.
- Due to the nature of the position, there may be a requirement to accommodate flexible working hours and attendance requirements.
- 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 and National Police Records check.
- Holmesglen cultivates a workforce that embraces and values student voice and partnership.

About Holmesglen – Who we are

Holmesglen is a leading Australian provider of vocational and higher education and one of the largest government-owned TAFEs in the state of Victoria. With 40 years' experience and more than 140,000 graduates, we are TAFE at its best by transforming lives, building workforce capability and enriching communities through education and training.

We are a leader in education, training and applied research, renowned for its innovation and its commitment to learner and industry success. We offer industry training, certificate, diploma, and degree programs across six locations and seven campuses.

Locations include Chadstone, Drummond Street, City, Moorabbin, North Melbourne, Glen Waverley and Eildon.

As a multi-award-winning institute, you can learn more and do more at Holmesglen. holmesglen.edu.au

**We uphold our
ASPIRE values**



AMBITION



SCHOLARSHIP



PASSION



INTEGRITY



RESPECT



EXCELLENCE