

POSITION TITLE	Director, Engagement and Growth
POSITION TERM	Continuing
FUNCTION / DEPARTMENT	Growth and Impact
REPORTING MANAGER	Executive Director, Growth and Impact
No. DIRECT REPORTS	3-5
LOCATION	Offices in Melbourne, Sydney and Canberra
APPROVED BY	Executive Director, Advisory
APPROVAL DATE	October 2025

ABOUT ANZSOG

The Australia and New Zealand School of Government (ANZSOG) was established by governments and a group of universities to serve governments and public services in Australia and Aotearoa New Zealand. Its members are the national governments of Australia and Aotearoa New Zealand, all Australian States and Territories, and leading Australian and Aotearoa New Zealand universities.

In delivering on its mission of public governance that people trust, the school brings together academic and practitioner experts from across our member governments and around the world to support current and future government and public sector capability needs and anticipate and address government and public sector challenges.

ABOUT THE POSITION

The Director, Engagement and Growth leads ANZSOG's integrated Go-to-Market (G2M) pipeline, responsible for both strategic engagement and direct revenue generation.

This role leads the Client Engagement and Learner Services teams, owning the end-to-end process from relationship development to conversion, and driving the achievement of commercial and strategic targets.

As a member of the Growth and Impact Group leadership team and reporting to the Executive Director, Growth and Impact, the position contributes to the development and execution of School strategy and major School decisions and initiatives.

ROLE-LEVEL ACCOUNTABILITIES

ANZSOG roles at the Director level share the following collective accountabilities:

- **Strategic alignment of work** – lead the strategic prioritisation of work and resources to deliver on ANZSOGs ambitions and plans.
- **Continuous improvement** – encourage continuous learning, adaptation and professional growth within teams to enhance overall performance and support the achievement of ANZSOGs priorities.
- **People leadership** – role-model ANZSOGs values and cultivate a positive, high-performance culture that encourages open communication, collaborative teamwork (within and across teams), and innovative problem-solving.
- **Financial management** – effectively manage and be accountable for budget performance by monitoring revenue and costs, adjusting forecasts as needed, and ensuring financial decisions align with ANZSOGs strategic and financial goals.

- **Ethics, safety and compliance** – uphold high ethical standards, ensuring transparency, integrity and compliance with legal and regulatory requirements, and contribute to a safety culture and safe work environment.

KEY FUNCTIONAL ACCOUNTABILITIES

Strategic business development

- Develop, implement and continually refine ANZSOG's business development strategy, ensuring it aligns with market needs and organisational priorities, and is operationalised effectively across the organisation for internal alignment.
- Drive revenue and profitability by leading external B2B engagement and providing market insights to inform the development and positioning of tailored and off-the-shelf programs and services.
- Strengthen existing and develop new partnerships across the public service and higher education sector to enhance market positioning and commercial outcomes.
- Coordinate and align team capabilities with market opportunities, collaborating across ANZSOG to optimise client engagement.
- Boost market presence by leading and coordinating client-engagement initiatives, such as thought leadership dissemination and professional dialogues, to enhance visibility and engagement.

Conversion and acquisition pipeline management

- Oversee the Learner Services function as ANZSOG's sales team, driving optimal inquiry-to-enrolment conversion rates for the professional and credential portfolio.
- Implement data-driven retention strategies to maximise learner progression and reduce churn.

Data & performance governance

- Be accountable for the integrity and strategic use of all sales and client data within the CRM, ensuring the G2M function operates from a single source of truth and that reporting aligns with executive-level performance metrics.

Market intelligence, integration and collaboration

- Engage and collaborate with faculty and partners to grow purposeful relationships and market presence.
- Working closely with the Manager, Market and Product Development, engage across ANZSOG to improve intelligence sharing and increase opportunities for alignment and integration to improve impact and outcomes.
- Provide timely and insightful market intelligence to program and service leaders across ANZSOG to shape market positioning and program development and refinement.

Strategic opportunity triage & vetting

- Lead the first-line vetting and triage of incoming external engagement opportunities (e.g., unsolicited partnership proposals, client inquiries, or new business prospects). This includes assessing strategic alignment, commercial viability, and feasibility, and presenting only high-potential, qualified opportunities to the Executive Director, Growth & Impact, for final decision and resource allocation.
- Support and collaborate with the Global Initiatives team in assessing engagement and growth-related opportunities arising from business development activities of that team.

People and team leadership and management

- Develop and embed business development best practices to create a high-performing team that meets and exceeds business targets.
- Cultivate a collaborative team culture that encourages open communication, teamwork (within and across teams), innovation and client focus.
- Encourage continuous learning and professional growth within the team to enhance overall performance and support the achievement of organisational priorities.

Business and operational systems, practices and frameworks

- Inform the development of business targets for clients, jurisdictions and program portfolios, with joint accountability for the performance of these programs and services.
- Develop and implement business and operational frameworks and processes to support commercially sound and competitive programming and service arrangements, and to achieve improved financial outcomes.

QUALIFICATIONS, SKILLS AND EXPERIENCE

- Tertiary qualifications in a relevant field.
- Significant experience and demonstrated effectiveness in a business development role working with government and/or learning and development organisations.
- Expert business development and relationship management skills with proven ability to build impactful and mutually beneficial long-term partnerships.
- Excellent leadership and management skills, including the ability to inspire, manage and lead a high-performing team.
- Advanced interpersonal skills, including communication (verbal and written), collaboration, negotiation and influencing.
- Ability to engage effectively at all levels in client organisations, with a particular focus on learning and development professionals and executive sponsors.
- Strong commercial acumen.
- Advanced organisational and strategic agility, capable of designing and implementing systems to measure and optimise the sales/conversion funnel. Highly effective reporting and analytical acumen with a focus on continuous improvement in data access, quality and relevance.
- High level of integrity, professionalism, sound judgment and ethical behaviour.

ANZSOG VALUES

ANZSOG is a values-based organisation. This means that we understand that the ways in which we work make a big difference in what we achieve. Our values are Excellence, Collaboration, Integrity and Respect, which guide our behaviours and attitudes as members of the ANZSOG community. As a binational learning organisation committed to authentically serving and partnering with governments and First Nations and Māori communities, we are also committed to engaging in ongoing learning to model the impact and change we seek to achieve through our work.