

POSITION TITLE	Director, Student Experience and Marketing
POSITION TERM	Continuing
FUNCTION / DEPARTMENT	Operations
REPORTING MANAGER	Chief Operating Officer
No. DIRECT REPORTS	2-3
LOCATION	Melbourne, Sydney, Brisbane, Canberra
APPROVED BY	Chief Operating Officer
APPROVAL DATE	6 September 2024

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.

ANZSOG delivers learning and development programs, accredited and non-accredited (customised and open-to-market professional learning), research and associated advisory services to build capability in and support effective ethical public governance, administration and public policy. It brings together academic and practitioner experts from across our member governments and around the world to respond to current government and public sector learning and development needs and anticipate and address future government and public sector challenges.

ABOUT THE POSITION

The Director, Student Experience and Marketing leads ANZSOG's efforts in delivering exceptional end-to-end student experiences, including alumni engagement, and effectively promoting programs across Australia and Aotearoa New Zealand. This role combines strategic oversight of student engagement and program delivery with comprehensive brand and product marketing, media, and public relations leadership to ensure business success and growth.

DIRECTOR-LEVEL ACCOUNTABILITIES

ANZSOG roles at the Director level share the following consistent 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

Student Experience & Services

- Lead the design of ANZSOG's end-to-end student experience and associated strategies to implement and monitor progress across the school.
- Continuously collaborate with program areas to identify and address emerging student needs and issues.

Sales Conversion & Enrolment Management

- Lead efforts to optimize the sales conversion process from prospective student inquiries to student enrolments.
- Analyse data and trends related to student inquiries and enrolment and adjust strategies to meet ANZSOG's goals.

Brand Management

- Develop and implement brand strategies to enhance the school's reputation and visibility, including media and communications.
- Ensure consistent and effective communication of the school's brand across all platforms and interactions with prospective and current students.

Marketing & Communication

- Create and oversee marketing campaigns designed to attract prospective students and engage current students.
- Manage and coordinate the production of marketing materials, including digital and print assets.
- Collaborate with internal and external stakeholders to align marketing efforts with strategic objectives.

Alumni relations

- Develop and execute strategies to maintain and enhance relationships with alumni.
- Foster a strong alumni network that supports the school's mission and provides opportunities for alumni to contribute to organisational growth and impact.

Support for Program Delivery

- Collaborate with program areas and faculty to ensure the effective delivery of programs and events.
- Assist in the development and implementation of initiatives that enhance the quality of the educational experience.
- Monitor and evaluate the effectiveness of student support services related to programs and make recommendations for improvements.

QUALIFICATIONS, SKILLS AND EXPERIENCE

- Master's degree in Marketing, Communications, Education or related fields
- Demonstrated experience in student experience design and implementation, program management, delivery, marketing, and public relations, preferably in higher education or executive education
- Strong understanding of public sector needs and challenges in Australia and New Zealand

- Proven track record in enhancing student experiences and executing successful marketing and PR campaigns
- Excellent leadership, communication, and stakeholder engagement skills
- Experience with student information systems, enrolment management, marketing analytics tools, and media relations
- Demonstrated ability to work effectively with diverse stakeholders, including academic staff, government partners, and media representatives

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.