Executive Director, Student Attraction and Community Engagement

Position Description

About GOTAFE
For more than 20 years, GOTAFE has been an intrinsic part of our local communities, delivering quality skills and training and championing equity.

At GOTAFE, we are resolutely committed to ensuring the needs of students and industries — especially across regional Victoria - are at the heart of all we do.

As we transition from an industrial economy to one fuelled by ideas and knowledge, our workforce needs to be more skilled than ever. The fourth industrial revolution — the collision of related technologies such as automation, artificial intelligence, machine learning, blockchain, brain enhancement and data analysis — will fundamentally change the nature of jobs. As a regional tertiary education provider, we will be at the forefront of this change.

While the world changes, GOTAFE is also transitioning so that we can be responsive and adaptive to our changing student, industry and community needs. We are striving to be a contemporary, cutting-edge and innovative organisation. At GOTAFE, we have the opportunity to shape the future of the delivery of tertiary education in our region.

Why work with us
As an organisation, we’re transforming for good. So we’re looking for game changers – high performing individuals who want to grow with us.

We shape positive outcomes for our community by being inclusive and passionate about what we do. As part of this, we believe in rewarding achievements and celebrating success. We value new ideas and also understand that sometimes we may not get it right. Learning and working together to improve is just part of our journey.

You’ll have the opportunity to take ownership of your work and have your initiatives heard. We’ll appreciate your contribution and hard work. And together, we’ll balance what’s important to you and your lifestyle.

Be part of something great – it’s an exciting time to work at GOTAFE.

CREATE OUR FUTURE
Position purpose
The Executive Director, Student Attraction and Community Engagement, is responsible for the start of a student’s journey at GOTAFE and for ensuring that GOTAFE strategically engages with its key stakeholders across the community, including industry and community groups. This Executive Director will drive GOTAFE’s outward facing agenda and is responsible for defining GOTAFE’s reputation and brand with its community.

Key areas of responsibility

A user-centric model: The Executive Director, Student Attraction and Community Engagement, is responsible for designing and implementing user-centric student attraction and student enrolment systems and processes. These systems and processes need to be informative and easy to use. This position is responsible for identifying and implementing relevant technology to support student enrolment.

A proactive and responsive stakeholder engagement strategy: The Executive Director, Student Attraction and Community Engagement, is accountable for designing and implementing GOTAFE’s stakeholder engagement strategy. The strategy must be insightful and responsive to key stakeholder needs - including prospective students, employers and industry, community groups, government and other TAFEs. As part of this strategy, the position is responsible for building strong connections across GOTAFE’s community. This includes developing and fostering partnerships that support innovative and responsive education delivery and GOTAFE’s long-term sustainability. The Executive Director, Student Attraction and Community Engagement, must ensure that GOTAFE is a valued member of the community, while also supporting GOTAFE’s long-term sustainability.

Custodian of GOTAFE’s brand: The Executive Director, Student Attraction and Community Engagement, is responsible for ensuring that GOTAFE is the training provider of choice for prospective students, and the partner of choice for key stakeholders. This role is the custodian of the GOTAFE brand; responsible for developing and promoting GOTAFE’s key messages and broader vision, and for developing and implementing GOTAFE’s marketing strategy.

An outwards facing Student Attraction and Community Engagement division: The Executive Director, Student Attraction and Community Engagement is responsible for cultivating a Student Attraction and Community Engagement division that is outwards facing and attractive to students. This position is responsible for fostering a culture that is innovative and responsive to stakeholder needs to ensure that GOTAFE’s education delivery leads to the best possible student outcomes. Critically, this role is accountable for leading a collaborative and solutions-orientated division that works with the broader organisation to optimise the stakeholder experience.
Organisation relationships

Direct reports

The Executive Director, Student Attraction and Community Engagement, is responsible for the various teams at GOTAFE that engage with GOTAFE’s community.
The Executive
The Executive at GOTAFE comprises the CEO; Director, Office of the CEO; and three other Executive Directors, namely: Education; People and Innovation; and Corporate Services.

GOTAFE Organisational Structure
Key stakeholders

<table>
<thead>
<tr>
<th>Internal</th>
<th>External</th>
</tr>
</thead>
<tbody>
<tr>
<td>Students</td>
<td>Industry and employers</td>
</tr>
<tr>
<td>Board and committee members</td>
<td>Federal and State Government</td>
</tr>
<tr>
<td>Executive</td>
<td>Community groups</td>
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<tr>
<td>Staff</td>
<td>Other TAFEs</td>
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Skills and capabilities required for position

The Executive Director, Student Attraction and Community Engagement, is expected to demonstrate the following key skills and capabilities in their role:

**A user-centric model**
- Lead a user-centric delivery model.
- Continually improve key systems and process.
- Contribute to organisation’s long-term sustainability.

**A proactive and responsive stakeholder engagement strategy**
- Lead the organisation’s strategic engagement with key stakeholders.
- Stakeholder engagement.
- Partnership development.
- Negotiate and implement profitable projects.
- Evidence-based and data driven decision-making.
- Identify commercial opportunities.

**Custodian of GOTAFE’s brand**
- Develop and implement strategy.
- Represent organisation.
- Attract stakeholders.

**An outwards facing Student Attraction and Community Engagement division**
- Embed a culture that is responsive and user-centric.
- Manage budget and resources.
- Lead a motivated, respectful and collaborative team.
- Support professional development.
- Lead and deliver appropriate and timely people management practice in accordance with GOTAFE’s policies and legal obligations.
- Actively contribute to GOTAFE’s workforce strategy (including succession planning).
- Mentor team members.

**A member of the Executive**
- Deliver high-quality strategic advice to the Board, CEO and Executive.
- Shape and own the long term strategic direction of the organisation.
- Excellence in leadership.
Who are you?

• Suitably qualified professional.
• A visionary leader with strategic foresight and the ability to identify and articulate preferred scenarios and aspirations to a broad audience.
• Highly experienced, with a proven track record in delivering integrated strategic plans.
• An outstanding people leader with significant experience in leading, developing and engaging multi-disciplined and integrated teams to achieve student and stakeholder focussed outcomes.
• A business management expert with a track record of delivering results and greater value in a variety of different environments.
• A strong collaborator who adds value to the organisation with proven ability to build, influence and maintain relationships with key stakeholders.
• A strategist, with in depth knowledge, who can anticipate upcoming challenges and develop business plans to meet those challenges and to capitalise on opportunities.

How GOTAFE staff work

• Model and lead our values.
• Be dedicated to delivering a consistent, connected and customer focused service.
• Be committed to maintaining a safe and healthy workplace.
• Act consistently with our Employee Code of Conduct.
• Be flexible and responsive and prepared to step-up in times of need.

Our Values

The Executive Director, Student Attraction and Community Engagement, is expected to align to GOTAFE’s iCare values and to uphold them in all communications, decisions and actions.