



Position Description – Product Performance and Innovation Manager

Position Details

Position Title:	Product Performance and Innovation Manager
College/Portfolio:	International & Engagement
School/Group:	Experience
Campus Location:	Based at the City campus, however may be required to work and/or be based at other campuses of the University.
Classification:	HEW 8
Employment Type:	Continuing
Time Fraction:	1.0

RMIT University

RMIT is a multi-sector university of technology, design and enterprise. The University's mission is to help shape the world through research, innovation and engagement, and to create transformative experiences for students to prepare them for life and work. For more information on RMIT University follow the links below.

<https://www.rmit.edu.au/about>

<https://www.universitiesaustralia.edu.au/university/rmit-university/>

<https://www.rmit.edu.au/about/facts-figures>

Our three main campuses in Melbourne are located in the heart of the City, Brunswick, Bundoora and Point Cook, along with other Victorian locations. There are also two campuses in Vietnam (Hanoi and Ho Chi Minh City) and a centre in Barcelona, Spain. RMIT is a truly global university.

<https://www.rmit.edu.au/about/our-locations-and-facilities>

We are also committed to redefining our relationship in working with, and supporting, Indigenous self-determination. Our goal is to achieve lasting transformation by maturing our values, culture, policy and structures in a way that embeds reconciliation in everything we do. We are changing our ways of knowing, working and being to support sustainable reconciliation and activate a relationship between Indigenous and non-Indigenous staff, students and community. Our three campuses in Melbourne (City, Brunswick and Bundoora campuses) are located on the unceded lands of the people of the Woi Wurrung and Boon Wurrung language groups of the eastern Kulin Nation.

Why work at RMIT University

Our people make everything at the University possible. We encourage new approaches to work and learning, stimulating change to drive positive impact. Find out more about working at RMIT University, what we stand for and why we are an Employer of Choice.

<https://www.rmit.edu.au/careers>

We want to attract those who will make a difference. View RMIT's impressive standings in university rankings.

<https://www.rmit.edu.au/about/facts-figures/reputation-and-rankings>

College/Portfolio/Group

The International and Engagement (I&E) Portfolio drives RMIT's international strategy and agenda including international partnerships and business development activities. The Portfolio oversees international operations including RMIT Europe and RMIT Vietnam and incorporates RMIT's key engagement functions comprising Communications, Experience (global marketing, global student recruitment and alumni), and Partnerships (philanthropy, culture, CRM and data services)

The Experience function within I&E is responsible for Global Marketing, Student Recruitment and Admissions, Market Intelligence and Propositions, Alumni, Digital and Experience. The function strives to provide the best possible experience for prospective students across all our markets — domestic, international (onshore & offshore). They are the custodians of our brand, they engage our audiences from prospect through to student, alumni and beyond, and they drive our externally facing digital channels, while ensuring that our proposition meets the needs of our audiences and achieves the University objectives.

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Position Summary

The Product Performance and Innovation Manager is a member of the Product Performance and Innovation (PPI) team and is primarily responsible for providing strategic recommendations and guidance for improved customer and business value through product optimisation and innovation. The incumbent is responsible for analysis of organisational and market information and has demonstrated capability to draw insights from data which lead to increased value for RMIT, our students and the wider community. The incumbent works both autonomously and collaboratively on projects which are typically either proactively defined by the PPI team or responsive to the needs of the team's internal clients.

Reporting Line

Reports to: Assistant Director, Product Performance and Innovation

Direct reports: 0

Organisational Accountabilities

RMIT University is committed to the health, safety and wellbeing of its staff. RMIT and its staff must comply with a range of statutory requirements, including equal opportunity, occupational health and safety, privacy and trade practice. RMIT also expects staff to comply with its policy and procedures, which relate to statutory requirements and our ways of working.

RMIT is committed to providing a safe environment for children and young people in our community. Read about our commitment and child safe practices. <https://www.rmit.edu.au/about/our-locations-and-facilities/facilities/safety-security/child-safety>.

Appointees are accountable for completing training on these matters and ensuring their knowledge and the knowledge of their staff is up to date.

Key Accountabilities

- Leverage product lifecycle management principles to influence, define, and review discipline roadmaps making recommendations to Product Owners and Governance groups.
- Undertake proposition and product analysis to understand performance relative to opportunity, drawing insights and making recommendations to optimise RMIT's onshore product portfolio.
- Support the attainment of targets (applications, enrolments, and revenue) by providing strategic advice to stakeholders such as Colleges, Schools, Marketing and Recruitment teams relating to product growth opportunities and optimal positioning of RMIT products in market.
- Work with key stakeholders to evaluate new product opportunities, develop new propositions, and partner with Experience's CX team and College stakeholders to test new propositions in market.
- Collaborate with Market Intelligence, Pricing and Data and Analytics to define data metrics and parameters that inform segments, pricing, positioning and growth opportunities
- Work closely with Experience Business Partners to build collegial and consultative relationships with Colleges and Schools.

Key Selection Criteria

1. Product management experience in a large and complex organisation.
2. Proven experience in proposition development and product innovation.
3. Demonstrated ability to consult and interact effectively with all levels of the organisation and develop strong business partnerships internally.
4. Demonstrated ability to work both autonomously and collaboratively in a supporting fashion or as a project lead for cross-functional groups.
5. Strong analytics and insight capability with proven ability to complete independent analyse and interpret a wide range of information.
6. Strong problem-solving capability and commercial judgement with high motivation and a passion for excellent outcomes.
7. Effective interpersonal skills with the ability to consult, negotiate and influence others.
8. Demonstrated ability to understand and work with different cultures.
9. A strong commitment to a team-oriented approach.

Desirable

- Knowledge and understanding of the higher education and/or vocational education sector in Australia, the data sets employed in the sector, the market and competitor activity.
- Some knowledge and understanding of curriculum design.

Qualifications

Tertiary qualification in marketing or related fields or relevant product management and development experience, within a large knowledge-based organisation.

Note: Appointment to this position is subject to passing a Working with Children Check and other checks as required by the specific role. Maintaining a valid Working With Children Check is a condition of employment at RMIT.

Endorsed:	Signature: Name: Title: Date:	Approved:	Signature: Name: Title: Date:
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