



POSITION DESCRIPTION

POSITION TITLE: Partnership Manager - Executive Learning	CLASSIFICATION LEVEL: Bond 7
SCHOOL/OFFICE: Office of the Provost	DATE POSITIONED CLASSIFIED/UPDATED: August 2024

BOND UNIVERSITY EXECUTIVE LEARNING

Bond University Executive Learning is an integral in advancing the University's strategic objectives, particularly in fostering the growth and development of its executive education and microcredential initiatives that meet the new and emerging needs of business, industry, and the general community.

The executive education and microcredentials offered by Bond University span various disciplines, aiming to offer professional development and learning opportunities tailored to the evolving needs of a dynamic workforce. Additionally, these learning pathways can serve as avenues for individuals to transition into award programs.

Bond Executive Learning provides infrastructure support for the development and delivery of executive education programs and microcredentials at Bond. The Unit administers the Bond Learner Platform and supports the creation, implementation, and ongoing management of these educational initiatives, ensuring a seamless and high-quality learning experience for executives.

PURPOSE OF THE POSITION

The Partnership Manager of Executive Learning is responsible for building new and existing relationships with businesses, government, professional associations, and non-profit organisations to facilitate the delivery of both accredited and non-accredited executive education programs and microcredentials.

This role is critical in identifying and developing opportunities for collaboration, ensuring the successful implementation of educational initiatives, and enhancing the visibility and reputation of the Bond Executive Learning. While the Partnership Manager of Executive Learning will drive innovation, they will at all times work in the best interest of the greater University to enhance Bond University's brand, adhere to quality standards and align with the University's strategic goals. The role is responsible for ensuring that all arrangements and contracts entered into comply with all university governance and policy requirements.

In addition to relationship management, the Partnership Manager will focus on new business development by identifying and pursuing commercial and government business opportunities. This includes conducting market research, creating strategic partnerships, and developing proposals to attract new clients

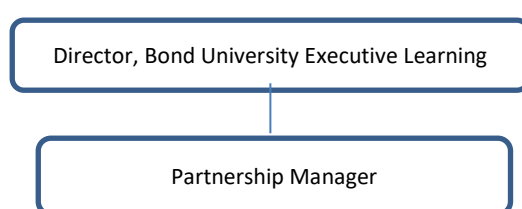
The role also involves working closely with internal and external stakeholders to tailor programs that meet the specific needs of partners, drive engagement, and foster long-term partnerships that contribute to the growth and success of Bond Executive Learning.

The Partnership Manager will be instrumental in driving revenue growth, expanding the unit's reach, and ensuring that the programs offered remain competitive and relevant in a dynamic market environment.

REPORTING RELATIONSHIPS

The Partnership Manager, Bond Executive Learning reports directly to the Unit Director and works closely with numerous areas within the University to effectively facilitate the daily operations of the Bond Brisbane Campus. During any absence or vacancy in the Unit Director role this position will report directly to the office of the Provost.

The incumbent is expected to uphold the highest standards of confidentiality, tact, and discretion while maintaining professional relationships with various internal and external stakeholders. This role is primarily based at the Bond Brisbane Campus, with a potential relocation to the Gold Coast campus contingent on future university business plans. Should the role be relocated, a six-month notification period will be provided.



SELECTION CRITERIA

- A postgraduate degree or progress to postgraduate qualification and/or extensive relevant experience. Qualifications in business, commerce, marketing are desirable or extensive experience in business development and functional management in a leadership role within a vocational, tertiary, or secondary education environment.
- Demonstrated abilities to develop and implement executive learning and continuing professional education courses that delivery impact and meet goals and objectives.
- Proven track record in developing and converting B2B and B2C sales and establishing and maintaining long term partnerships across commercial, government, and not for profit industries.
- Outstanding communication, and interpersonal skills to influence effectively working with a wide range of stakeholders.
- Demonstrated high level organisational skills with proven ability to devise and plan, negotiate, and prioritise complex and diverse activities and identify relevant issues working to tight deadlines.
- Demonstrated leadership in the achievement of quality business development opportunities supported by experience in the design, development, innovation, and delivery of outcomes.
- An ability to coordinate and influence teaching and professional staff across the University to ensure the effective delivery of educational products.
- Demonstrated capacity to consult, assist and advise learners (students) with a strong commitment to customer service.
- Highly developed verbal, written and interpersonal communication skills, including demonstrated ability to effectively represent the University.
- Demonstrated experience in the use of information technology to achieve operational outcomes efficiently and effectively including skills, experience and understanding of relational databases such as EDM/CRM platforms and demonstrated advanced skills in the use of MS Word, Excel, Outlook and other programs.
- Works effectively with others to foster an effective and harmonious team environment.
- Maintains a consistent focus on continuous improvement.

DESIRABLE CRITERIA:

- Experience in Higher Education environment, particularly in partnership, advancement, and engagement activities, demonstrating practical understanding and application of current issues and trends in the field.
- Proficiency in web content authoring tools such as Articulate Rise, coupled with hands-on experience in curriculum development and management at the university level.

POSITION COMPETENCIES

COMPETENCY:	RESPONSIBILITY:
Product Management	- Collaborate with the Faculty Executive Dean, Faculty Business Directors, and the Engagement office to identify and strategically deliver executive learning opportunities and industry partnerships. - Work with executive learning project managers to oversee the delivery of the Units executive learning programs, ensuring effective management of both internal and external relationships. - Develop processes and procedures to ensure consistent outcomes and enable continuous improvement of executive learning programs. - Ensure that all Learners receive a high-quality learning experience and have all necessary support to succeed. - liaising with the Office of Learning and Teaching, and other areas of the University, to secure addition support and resources as necessary.
Business Development of New Microcredential and Executive Education Programs and New Customers:	- Provide strategic advice and support to the Director with regard executive education and microcredentials. - Develop clear, creative, and detailed corporate partner engagement strategies, which are implemented and evaluated through comprehensive annual work plans. - Initiate and secure sales of professional executive learning educational services with corporate, not-for-profit, and government organisations. - Work closely with the office of engagement and alumni relations to support the development and implementation of executive learning. - Foster collaborative business-to-business relationships, working toward a reputation as a trust advisor to industry. - Lead and coordinate multidisciplinary proposals and tenders, including partner liaison, formulating creative solutions, proposal writing, and project budget development. - Develop and oversee contractual arrangements with executive learning and microcredential external partners.
Marketing	- Liaise with Central Marketing and OFS to develop new marketing strategies to engage with industry and target key learners recruitment initiatives. - Coordinate with Central Marketing to ensure effective promotion of the Unit to enhance the University's brand and reputation. - Attend recruitment/promotional activities such as exhibitions, employer events/fairs and other relevant networking opportunities. - Participate in domestic and international marketing activities as required by the director .
Systems, Processes & Policies	- Manage the appropriate use of the CRM for Executive Learning - Develop procedures manuals, resources, and other documentation to enable consistent, high-quality operation of the programs.

	- Liaise with other areas of the University to ensure the effective design and documentation of all program systems, processes, and related policies. - Assist the Unit Director to develop procedures manuals, resources and other documentation to enable consistent, high-quality operation of the programs at the Bond Brisbane and Gold Coast Campus
Other Administration	- Provide briefing papers, reports and other information related to the program as requested by the Director. - Manage competing demands, take responsibility for own actions, keep commitments, priorities, and plan work activities and complete tasks on time. - Demonstrated discretion, diplomacy, and ability to apply the principles of confidentiality.
Continuous Improvement	- Identify ways to improve current work processes in order to establish more streamlined practices and improved customer outcomes.
Understanding of Quality Assurance	- Staff should demonstrate an understanding of the principles of quality assurance and continuous improvement as they apply at Bond University. - Staff are expected to demonstrate an ongoing commitment to the Bond University Strategic Plan, University policy and to our quality assurance processes.
Understanding of Cultural Sensitivity	- Staff will come into contact with staff and students from a variety of cultural backgrounds. It is expected that mutual respect, cultural awareness and cultural sensitivity will form the basis of the professional working relationship. - Staff are encouraged to attend a cultural sensitivity workshop to further enhance and develop cultural awareness and cultural sensitivity skills.
WHS Responsibilities	- Maintain a safe workplace and follow safety directions and internal controls. Alert your Manager of WHS risks and be vigilant in observing safe practices. Understand WHS requirements in your work area. - All managers of staff are required to conduct risk assessments and implement controls accordingly as well as action safety audit results within the directed time frame. - Awareness of, and accountability for, WHS responsibilities in the work area and for the staff and contractors under your control (if applicable).

It is not the intent of this position description to limit the scope of this position in any way but to give an overview of this role at Bond University. You may at times be required to work on other tasks and areas as directed by Management.