

Role Description

Manager Student Engagement Programs



Role Description Fields	Details
Cluster	Education
Department/Agency	TAFE NSW
Division/Branch/Unit	Student Support and Community Group
Position Description no	10869-01
Classification/Grade/Band	TAFE Manager Level 2
Senior executive work level standards	Not Applicable
ANZSCO Code	139999
PCAT Code	1229192
Date of Approval	June 2022
Agency Website	www.tafensw.edu.au

Agency overview

TAFE NSW's purpose is to skill the workforce of the future. It is Australia's leading provider of vocational education and training with over 500,000 annual enrolments and a proud history for setting the benchmark for quality service. As the NSW public provider, it supports the NSW Government's priority to grow skills for the economy and jobs of tomorrow. Critically, TAFE NSW plays a vital role in providing vocational education in rural and regional NSW, and job training pathways for the most vulnerable in the community.

TAFE NSW offers the best of campus-based delivery as well as flexible, online and work-based learning. The TAFE NSW values of Customer First, Collaboration, Integrity and Excellence guide our team in strengthening communities, delivering world-class training for our students and producing job ready graduates for employers. The operating environment for TAFE NSW is dynamic as we leverage our scale, expertise, passion and reputation to meet the rapidly changing VET landscape.

TAFE NSW is committed to its students and customers and the role it plays in changing lives and opening up opportunities through learning.

Primary purpose of the role

This position is responsible for leading a high performing and innovative team to support and enhance the student experience and create a positive impact for the student and stakeholder community. Through translating strategic directions into program priorities, this role will continually drive the refinement and transformation of frameworks, approaches and policies to incorporate best practice models, emerging trends and technologies into service provision of student engagement programs, jobs connect service, alumni and scholarships.

Key accountabilities

1. Lead a high performing multi-disciplinary team in a dispersed operating environment to deliver effective student engagement programs, jobs connect services, alumni engagement and scholarships program that maximises student engagement, retention, completion and transition to further study and/or employment outcomes.
2. Lead and manage the design and implementation of a student engagement programs strategy to enable effective, consistent and accessible delivery of the engagement programs service catalogue.
3. Develop and oversee the implementation of a governance framework to ensure compliance, financial clarity /transparency, equitable state wide distribution of funding requests, and best practices in service delivery of the student engagement program.
4. Lead the Student Benefits Program Board operations that will oversee implementation of the Student Benefits Program Charter and develop and implement the operational framework that guides Student Benefits Program funds management to ensure a sustainable engagement program that is compliant with financial and regulatory requirements.
5. Develop and implement a financial management framework to ensure budget and revenue considerations strictly adhere to the appropriate use of student funds and other revenue streams.
6. Lead the coordination and preparation of the financial and non-financial reporting for Student Engagement Programs providing informed comment and observations to ensure accurate and reliable data and inform decision-making processes.
7. Manage the implementation and continuous improvement of technologies and student engagement trends to enhance strategies spanning the entire student lifecycle to promote student engagement, retention and completion and achieve organisational outcomes.
8. Lead the development and implementation of strategies and tools for the continuous monitoring and evaluation of projects, including risk and contingency management, benefits realisation and project impact and quality measures.
9. Design and manage events and activities that meet student needs, enhances educational, cultural and social environment and experience for the student cohort and work collaboratively with teachers, Customer and Student Success Leadership, and students to build a sense of community, synthesising and translating student requirements and needs to ensure student engagement program and services are accessible, relevant and student centric.
10. Lead the engagement, onboarding and performance monitoring of external contracts for vendors, suppliers and employers that comply with legislative requirements, organisational policies and processes / written directions to support the enhancement of customer experience and drive student engagement program efficiency and revenues.
11. Demonstrate a genuine commitment to safety excellence and safety leadership. This includes setting health and safety expectations, results and behaviours with direct reports, providing a safe workplace and ways of working, and promoting and complying with safety systems and procedures.
12. Place the customer at the centre of all decision making.
13. Manage and develop a high-performance team, aligned to the core values of integrity, collaboration, excellence and a customer first attitude, through effective leadership, support and feedback.
14. Collaborate with staff to ensure the development and regular review of meaningful individual performance development and review plans that are clearly aligned to strategic objectives and focused to develop the individual.

Key challenges

- Managing a sustainable engagement program that is accessible to all student cohorts.
- Responding to a diverse range of student requirements where competing priorities exist and tight timeframes apply.
- Engaging students in accessing the benefits available and ensuring equitable access and experience.
- Ensuring all student engagement programs remains fit for purpose, accessible, and beneficial.

- Delivering outcomes and engaging key stakeholders in a complex and changing environment.

Key relationships

Internal

Who	Why
Line Manager	<ul style="list-style-type: none"> • Receive leadership, advice and support.
Direct Reports	<ul style="list-style-type: none"> • Provide leadership, advice and support.
Delivery (teachers/TAFE Digital)	<ul style="list-style-type: none"> • Work collaboratively to deliver events and activities to students.
Student Benefits Program Board	<ul style="list-style-type: none"> • Act as chair of the Student Benefits Program board. • Instruct, advise and inform on Student Benefits Program.
Customer and Student Success Leadership teams	<ul style="list-style-type: none"> • Collaborate on building a sense of community, synthesising and translating student requirements and needs.
Corporate Services Group	<ul style="list-style-type: none"> • Provide informed reports, comment and observations to ensure accurate and reliable data is delivered. • Influence and support the development, implementation and continual improvement of supplier management frameworks and plans.

External

Who	Why
Suppliers	<ul style="list-style-type: none"> • Maintain and build a strong relationship to ensure the provision of Benefits programs and services are consistent, compliant, and cost effective. • Ensure Supplier performance meets defined contract criteria and agreed service delivery levels and proactively manage and arising issues.
Employers	<ul style="list-style-type: none"> • Maintain and build a strong relationship to ensure the ongoing access to multiple employment opportunities for TAFE NSW students. • Participate in industry focused activities and events.

Role dimensions

Decision making

- Makes decisions on complex and sensitive issues through the detailed analysis of alternative courses of action and their implications on achieving organisational objectives and strategies.
- Manage functional expenditure and resourcing within relevant policy and delegation frameworks.
- Matters requiring a higher level of approval are referred to the Reporting Line Manager.

Reporting line

Senior Manager Student Strategy and Engagement

Direct reports

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Budget/Expenditure

TBA

Essential requirements

1. A valid Working with Children Check (required prior to commencement).
2. Degree qualification in a related field or equivalent skills, knowledge and experience.
3. Demonstrated experience in managing, developing and implementing a state wide Student Engagement Program, policies and procedures.
4. Demonstrated experience in managing contracts of various value, size and complexity to achieve maximum benefit value.
5. Sound experience engaging both internal and external stakeholders in a geographically dispersed environment with diverse needs and expectations.
6. Willingness and ability to travel as per business requirements

Capabilities for the role

The [NSW public sector capability framework](#) describes the capabilities (knowledge, skills and abilities) needed to perform a role. There are four main groups of capabilities: personal attributes, relationships, results and business enablers, with a fifth people management group of capabilities for roles with managerial responsibilities. These groups, combined with capabilities drawn from occupation-specific capability sets where relevant, work together to provide an understanding of the capabilities needed for the role.

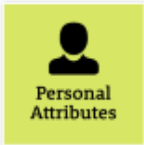
The capabilities are separated into focus capabilities and complementary capabilities

Focus capabilities

Focus capabilities are the capabilities considered the most important for effective performance of the role. These capabilities will be assessed at recruitment.

The focus capabilities for this role are shown below with a brief explanation of what each capability covers and the indicators describing the types of behaviours expected at each level.

Focus capabilities

Capability group/sets	Capability name	Behavioural indicators	Level
	Value Diversity and Inclusion Demonstrate inclusive behaviour and show respect for diverse backgrounds, experiences and perspectives	<ul style="list-style-type: none">• Promote the value of diversity and inclusive practices for the organisation, customers and stakeholders• Demonstrate cultural sensitivity, and engage with and integrate the views of others• Look for practical ways to resolve any barriers to including people from diverse cultures, backgrounds and experiences• Recognise and adapt to individual abilities, differences and working styles• Support initiatives that create a safe and equitable workplace and culture in which differences are valued• Recognise and manage bias in interactions and decision making	Adept

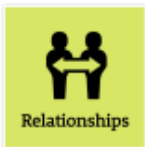


Communicate Effectively

Communicate clearly, actively listen to others, and respond with understanding and respect

- Present with credibility, engage diverse audiences and test levels of understanding
- Translate technical and complex information clearly and concisely for diverse audiences
- Create opportunities for others to contribute to discussion and debate
- Contribute to and promote information sharing across the organisation
- Manage complex communications that involve understanding and responding to multiple and divergent viewpoints
- Explore creative ways to engage diverse audiences and communicate information
- Adjust style and approach to optimise outcomes
- Write fluently and persuasively in plain English and in a range of styles and formats

Advanced



Work Collaboratively

Collaborate with others and value their contribution

- Recognise outcomes achieved through effective collaboration between teams
- Build cooperation and overcome barriers to information sharing, communication and collaboration across the organisation and across government
- Facilitate opportunities to engage and collaborate with stakeholders to develop joint solutions
- Network extensively across government and organisations to increase collaboration
- Encourage others to use appropriate collaboration approaches and tools, including digital technologies

Advanced



Plan and Prioritise

Plan to achieve priority outcomes and respond flexibly to changing circumstances

- Understand the links between the business unit, organisation and the whole-of-government agenda
- Ensure business plan goals are clear and appropriate and include contingency provisions
- Monitor the progress of initiatives and make necessary adjustments
- Anticipate and assess the impact of changes, including government policy and economic conditions, on business plans and initiatives and respond appropriately
- Consider the implications of a wide range of complex issues and shift business priorities when necessary
- Undertake planning to help the organisation transition through change initiatives, and evaluate progress and outcomes to inform future planning

Advanced



Demonstrate Accountability

Be proactive and responsible for own actions, and adhere to legislation, policy and guidelines

- Assess work outcomes and identify and share learnings to inform future actions
- Ensure that own actions and those of others are focused on achieving organisational outcomes
- Exercise delegations responsibly
- Understand and apply high standards of financial probity with public monies and other resources
- Identify and implement safe work practices, taking a systematic risk management approach to ensure own and others' health and safety
- Conduct and report on quality control audits
- Identify risks to successfully achieving goals, and take appropriate steps to mitigate those risks

Adept



Finance

Understand and apply financial processes to achieve value for money and minimise financial risk

- Understand core financial terminology, policies and processes, and display knowledge of relevant recurrent and capital financial measures
- Understand the impacts of funding allocations on business planning and budgets
- Identify discrepancies or variances in financial and budget reports, and take corrective action
- Know when to seek specialist advice and support and establish the relevant relationships
- Make decisions and prepare business cases, paying due regard to financial considerations

Adept



Technology

Understand and use available technologies to maximise efficiencies and effectiveness

- Champion the use of innovative technologies in the workplace
- Actively manage risk to ensure compliance with cyber security and acceptable use of technology policies
- Keep up to date with emerging technologies and technology trends to understand how their application can support business outcomes
- Seek advice from appropriate subject-matter experts on using technologies to achieve business strategies and outcomes
- Actively manage risk of breaches to appropriate records, information and knowledge management systems, protocols and policies

Advanced



Manage and Develop People

Engage and motivate staff, and develop capability and potential in others

- Define and clearly communicate roles, responsibilities and performance standards to achieve team outcomes
- Adjust performance development processes to meet the diverse abilities and needs of individuals and teams
- Develop work plans that consider capability, strengths and opportunities for development
- Be aware of the influences of bias when managing team members
- Seek feedback on own management capabilities and develop strategies to address any gaps
- Address and resolve team and individual performance issues, including unsatisfactory performance, in a timely and effective way
- Monitor and report on team performance in line with established performance development frameworks

Adept



Manage Reform and Change

Support, promote and champion change, and assist others to engage with change

- Support teams in developing new ways of working and generating innovative ideas to approach challenges
- Actively promote change processes to staff and participate in communicating change initiatives across the organisation
- Provide guidance, coaching and direction to others who are managing uncertainty and change
- Engage staff in change processes and provide clear guidance, coaching and support
- Identify cultural barriers to change and implement strategies to address these










Adept

Complementary capabilities

Complementary capabilities are also identified from the Capability Framework and relevant occupation-specific capability sets. They are important to identifying performance required for the role and development opportunities.

Note: capabilities listed as 'not essential' for this role are not relevant for recruitment purposes however may be relevant for future career development.

Capability group/sets	Capability name	Description	Level
	Display Resilience and Courage	Be open and honest, prepared to express your views, and willing to accept and commit to change	Adept
	Act with Integrity	Be ethical and professional, and uphold and promote the public sector values	Adept

	Manage Self	Show drive and motivation, an ability to self-reflect and a commitment to learning	Adept
	Commit to Customer Service	Provide customer-focused services in line with public sector and organisational objectives	Adept
	Influence and Negotiate	Gain consensus and commitment from others, and resolve issues and conflicts	Adept
	Deliver Results	Achieve results through the efficient use of resources and a commitment to quality outcomes	Adept
	Think and Solve Problems	Think, analyse and consider the broader context to develop practical solutions	Adept
	Procurement and Contract Management	Understand and apply procurement processes to ensure effective purchasing and contract performance	Intermediate
	Project Management	Understand and apply effective planning, coordination and control methods	Adept
	Inspire Direction and Purpose	Communicate goals, priorities and vision, and recognise achievements	Adept
	Optimise Business Outcomes	Manage people and resources effectively to achieve public value	Advanced