

POSITION DESCRIPTION

Director, Engagement and Growth



POSITION DETAILS

Position Title	Director, Engagement and Growth
Position Number	TBC
Directorate	Office of the Executive Director, Strategy and Planning
Classification	Senior Management, Level 4 (Non-EA)
Location	Parramatta City – 1PSQ Campus

POSITION PURPOSE

The Director, Engagement and Growth is responsible for leading and coordinating strategic engagement across The College to strengthen relationships with key internal and external stakeholders and support the achievement of organisational priorities and growth objectives. The role drives engagement initiatives that enhance The College's reputation, influence and partnerships across the University, industry, government, community and staff stakeholder groups.

Working across all areas of The College, including Academic Pathways Programs (APP), Workplace Skilling and internal staff engagement, the Director ensures a coordinated and consistent approach to stakeholder engagement that advances The College's strategic objectives and institutional positioning. Combining strategic leadership with hands-on execution, the role delivers initiatives that drive growth objectives, strengthen advocacy, foster collaboration and create opportunities for sustainable growth and meaningful impact.

The position combines strategic leadership with active delivery and is responsible for directly developing and executing key engagement initiatives.

KEY ACCOUNTABILITIES

The following are the key accountabilities of the position:

- Strategic Engagement & Stakeholder Relations
 - Develop and implement The College's strategic engagement framework to strengthen relationships with key internal and external stakeholders.
 - Lead a coordinated whole-of-College approach to engagement across Academic Pathways Programs (APP), English Language Programs (ELP), Workplace Skilling and staff engagement initiatives.
 - Identify and advance engagement opportunities that enhance The College's reputation, influence, reach and impact.

- Develop stakeholder engagement plans that support organisational priorities and strategic initiatives.
- Partnerships & Growth
 - Establish, grow and manage strategic partnerships that contribute to organisational growth, student outcomes and institutional objectives.
 - Identify opportunities for collaboration, business development and external engagement that strengthen The College's market position.
 - Foster productive relationships with industry, government, education and community partners to support growth and innovation.
 - Lead partnership development activities, including stakeholder negotiations, engagement plans and collaborative initiatives.
 - Drive initiatives that increase stakeholder advocacy and create long-term value for The College.
- Communications, Media, Events & Reputation
 - In collaboration with the Marketing and Communications Team, develop and deliver strategic communication and engagement campaigns that advance organisational priorities and strengthen stakeholder relationships.
 - In collaboration with the Marketing and Communications Team, build and leverage media and stakeholder relationships to strengthen The College's profile, reach and influence including through identifying and managing stories and talent within the College.
 - Develop and deliver a strategic events program that enhances stakeholder engagement, strengthens relationships and showcases The College's impact and achievements.
 - Lead the planning and execution of major College events, industry forums, partnership activities and executive engagement opportunities.
- Strategic Advice & Market Intelligence
 - Provide expert strategic advice to senior leadership team on stakeholder engagement, partnerships, reputation and external relations.
 - Monitor market trends, competitor activity, policy developments and emerging opportunities relevant to The College.
 - Anticipate emerging stakeholder issues, risks and opportunities and provide proactive advice on mitigation and response strategies.
 - Analyse market, stakeholder and engagement data to inform strategic decision-making.
 - Prepare strategic briefings, reports and recommendations for senior leadership and governance forums.
 - Develop and report on key performance indicators relating to engagement, partnerships, reputation and organisational growth.
- Alumni, Community & Staff Engagement
 - Develop and implement strategies to strengthen engagement with alumni, community organisations and other key stakeholder groups.
 - Foster meaningful connections between alumni, students, staff and external stakeholders to advance The College's reputation and impact.
 - Lead internal engagement initiatives that strengthen staff connection to The College's vision, values and strategic priorities.
 - Promote collaboration and alignment across business units to support a positive organisational culture and stakeholder experience.
 - Develop initiatives that build advocacy, belonging and engagement amongst staff, students, alumni and partners.

- Support the development of a strong and connected College community through targeted engagement programs and activities.
- Undertake other associated duties (commensurate with the level of this position) as reasonably required from time to time.

QUALIFICATIONS, EXPERIENCE AND SKILLS

The following qualifications, experience and skills are required to perform the key accountabilities of the position:

- Relevant tertiary qualifications in communications, public relations, marketing, stakeholder engagement, business, education, public policy or a related discipline, together with substantial senior leadership experience in strategic engagement, communications, partnerships or external relations. Postgraduate qualifications will be highly regarded.
- Demonstrated extensive experience in the development and implement strategic engagement initiatives that build influence, strengthen relationships and advance organisational objectives across diverse stakeholder groups.
- Demonstrated experience leading strategic communications, media engagement, reputation management and public affairs activities within a complex organisation.
- Demonstrated experience leading the planning and delivery of high-profile events, forums and stakeholder engagement activities that enhance organisational reputation, relationships and influence.
- Demonstrated ability to combine strategic management with operational execution, personally driving the development, implementation and evaluation of initiatives that deliver tangible organisational outcomes.
- Demonstrated exceptional communication, influencing, collaboration and negotiation skills, with the ability to provide trusted advice to senior leaders.
- It is a mandatory requirement for any incumbent of this position to have a current NSW employee Working with Children Clearance (WWCC) in accordance with the NSW Child Protection (Working with Children) Act 2012.

CONSTRAINT/AUTHORITY LEVEL

The position operates in accordance with The College policies and the requirements of relevant legislation, awards and agreements. The position operates under the broad direction of the Executive Director, Strategy and Planning.

KEY RELATIONSHIPS

This position reports to the Executive Director, Strategy and Planning.

This position does not currently have direct reports. However, it's envisaged that the role will be required to supervise staff in the future, subject to organisational requirements.

Success in the role will depend on developing and maintaining positive relationships with:

- The University's Marketing and Communications Teams
- The College Executive Team
- Teaching and professional staff within The College

- Current students and alumni
- External stakeholders including businesses, government, schools and community groups

CHALLENGES

The following are the key challenges of the position:

- Operating effectively across both strategic and operational domains, translating long-term organisational priorities into practical initiatives while maintaining being directly responsible for implementation.
- Managing Competing Priorities in a Complex Environment: Building alignment and delivering outcomes in a fast-paced and evolving environment characterised by multiple stakeholders, competing priorities and diverse organisational needs across the College and University.
- Identifying and Realising Growth Opportunities: Balancing immediate operational demands with the need to identify, develop and advance strategic partnerships, engagement opportunities and initiatives that support long-term organisational growth.
- Driving Innovation and Continuous Improvement: Leading innovation in engagement, partnerships, communications and events by identifying emerging opportunities, embracing new approaches and fostering a culture of continuous improvement to enhance organisational impact.
- Influencing Without Formal Authority: Achieving outcomes through collaboration, relationship-building and influence across a broad range of internal and external stakeholders, often without direct reporting authority.
- Protecting and Enhancing Organisational Reputation: Managing competing stakeholder expectations while safeguarding and strengthening The College's reputation, profile and influence in a dynamic and highly visible environment.
- Building a Whole-of-College Approach to Engagement: Creating a coordinated and consistent approach to stakeholder engagement across APP, ELP, Workplace Skilling and staff engagement activities while responding to the unique needs of individual business units.

THE COLLEGE EXPECTATIONS

The College expects that all employees are aware of, and comply with legislation and The College's policies and procedures relevant to the position, including but not limited to:

- Code of Conduct
- Work Health and Safety and Wellbeing Management System
- Enterprise Agreement or Award
- Anti-discrimination principles, Equal Employment Opportunity and staff and student equity.

Approved By Joel Walker, Executive Director, Strategy and Planning

Date 16 September 2026