

Position Title: Student Engagement Manager	Business Unit: Student Operations
Reports To: Chief Student Officer	Direct Reports: Yes
Employment Type: Full Time	Classification: General Staff Level 7 – Education Services (Post Secondary Education) Award 2020
Budget responsible for: To be determined	Location: Wellington Street Campus
Purpose of the Role	
The Student Engagement Manager plays a pivotal role in enhancing the student experience from onboarding through to graduation, ensuring students feel settled, connected, equipped, and motivated throughout their academic journey. This position leads the planning and execution of institution-wide engagement initiatives, events, and communications that foster belonging, participation, and retention across the student lifecycle. The Student Engagement Manager is responsible for developing and implementing engagement strategies informed by data and student feedback, targeting diverse cohorts effectively. The role oversees the delivery of key lifecycle events such as orientation, welcome festivals, campus activations, industry networking, alumni engagement, and graduation ceremonies, while ensuring communications are timely, cohesive, and aligned with Collarts strategic objectives. Collaboration is essential, requiring strong partnerships with internal teams and external stakeholders to deliver high-quality initiatives and create meaningful industry and alumni connections that enrich the student experience. In addition to leading the Student Engagement team and managing resources and budgets, this role drives continuous improvement through analytics and student voice initiatives. By fostering a vibrant alumni community and leveraging industry partnerships, the Student Engagement Manager strengthens career pathways and builds a connected, supportive environment that empowers students to thrive during their studies and beyond. This position is based at the Wellington Street campus in Collingwood with a requirement to be present and visible at the other campuses on a regular basis. In this role there may be occasional times when working outside of normal hours is necessary to coordinate events, meet project deadlines or operational needs.	
Strategic Goals the role contributes to the success of achieving	
We will launch Collarts Online, a new offering of selected programs to an online audience. We will provide high-quality, interactive, asynchronous content, designed to be delivered flexibly around work and life commitments. We will create an engaging online creative community. We will better prepare students for study with foundation courses that build capacity, capability and confidence. Our student support will be world-class, adapting to the needs of our diverse cohorts. We will partner with students to codesign an outstanding student experience. We will launch an alumni program that connects our graduates, providing a launchpad that accelerates careers. We will help our graduates thrive in the world and stay skilled ahead of rapid industry transformations.	

We will be relentless in our pursuit of seamless, efficient ways of working, leaving creativity for the classroom. Our operations roadmap and financial plan will focus on taking the effort out of administration and delivering improved, sustainable margins.

We will launch new postgraduate courses that deepen our mastery and provide elevated employment outcomes for graduates. Partnering with industry, we will produce tomorrow's leaders, able to positively contribute to their professions and secure brighter futures.

Key Outcomes

Enhanced Student Experience:

- Students feel welcomed, supported, and connected throughout their academic journey.
- Contribute to improved student retention, satisfaction, and overall wellbeing.

Successful Event Delivery:

- High-quality, inclusive events are delivered within budget across key student milestones including onboarding, campus activations, industry engagement, alumni networking, and graduation ceremonies.
- Events are well-attended and aligned with student needs and institutional goals across the student lifecycle.

Student Communications:

- Unified and strategic communication approach implemented across all student touchpoints to build an engaged student community.
- Timely, relevant, and engaging communications that support student awareness, motivation, and participation.

Industry & Alumni Engagement:

- Strong and sustainable industry partnerships developed, providing meaningful opportunities for students to access mentoring, internships, guest speakers, career development opportunities, postgraduate programs and future leadership pathways.
- Driving alumni engagement through events and communications that accelerate graduate careers.

Data-Driven and Student Informed Improvements:

- Student feedback, engagement analytics, and participation data are regularly collected.
- Student data is analysed and used to inform continuous improvement of engagement strategies and initiatives.
- Partnering with students to co-design an outstanding experience and prepare them for study through foundation and transition programs.

Cross-Functional Collaboration:

- Strong working relationships are established with internal teams (e.g., academic, campuses, support services, marketing, recruitment).
- Seamless, consistent and integrated coordination across internal teams to provide a unified and consistent student experience.

Increased Student Participation and Belonging

- Growth in student participation rates in engagement activities and events.
- Demonstrable impact on student sense of belonging, motivation, and community connection.

Key Accountabilities

The following accountabilities are not exhaustive, and others may be included as directed and in alignment with the role classification level.

- **Develop and implement strategies and initiatives** that support new and continuing students as they transition into, through, and beyond their Collarts journey.
- **Design programs and initiatives** that foster belonging, motivation, and academic success, contributing to student retention and overall satisfaction.
- **Lead the development of student journey mapping** for relevant cohorts, ensuring coverage of the entire student lifecycle and integration into engagement and communication strategies.
- **Oversee the planning, coordination and delivery of events** across the student lifecycle, including onboarding programs, orientation, welcome festival, campus activations, industry networking, alumni engagement, and graduation ceremonies.
- **Oversee the design and delivery of cohesive, timely, and engaging communications** across all student touchpoints, ensuring alignment with Collarts strategic goals, operational objectives, and student needs.
- **Drive cross-functional collaboration** with internal teams and external vendors to ensure high-quality execution of student engagement initiatives, events, communications, and industry partnerships.
- **Partner with Marketing and Recruitment teams** to support Collarts Open Days and student attraction activities.
- **Build and maintain strong relationships with industry partners** to create opportunities for mentoring, networking, guest lectures, internships, and career development aligned with student disciplines.
- **Develop and sustain a vibrant alumni community**, connecting graduates with career opportunities, networking, and recognition of achievements, while engaging alumni in student events and initiatives to strengthen community and career pathways.
- **Provide leadership, guidance, and support** to the Student Engagement team and collaborate effectively with the wider Student Operations team.
- **Proactively manage team workload and wellbeing**, prioritising activities and budgets to achieve business objectives.
- **Manage the budget for the Student Engagement function**, ensuring effective allocation of resources, cost control, and alignment with strategic priorities.
- **Establish and facilitate student focus groups** to ensure the student voice informs engagement strategies, initiatives, and events.
- **Utilise diverse channels and technologies** (email, apps, student platforms, social media, digital signage, etc.) to effectively reach and engage all student cohorts.
- **Leverage data and analytics** to identify trends, opportunities, and risks, and to drive continuous improvement in engagement strategies.
- **Prepare and deliver regular reports and updates** to management as agreed.
- Maintain full compliance with all relevant legislation and regulations, including but not limited to:
 - education legislation such as HESF, ESOS and the requirements of CRICOS / National Code,
 - quality standards issued by education regulators TEQSA and ASQA,
 - consumer protection and human rights legislation including anti-discrimination protections, and
 - workplace health and safety legislation and associated safety instructions.

Selection competencies

Essential competencies

- Graduate or Postgraduate qualifications in relevant area and/or extensive experience and management expertise.
- Demonstrated experience in developing and delivering student engagement strategies and programs, including events, communications, industry partnerships.
- Demonstrated ability to innovate and take responsibility for design, developing, testing and outcomes of initiatives.
- Proven ability to lead teams in the planning, organising and execution of initiatives across multiple stages of the student lifecycle.
- Proven ability to establish and maintain productive relationships with students, staff, industry partners, and alumni.
- Proficiency in interpreting policies, procedures, systems, processes and how they interact with other related functions.
- Highly developed written and verbal communication skills, with strong attention to detail and an inclusive approach.
- Strong organisational skills with the ability to manage multiple priorities, budgets and deadlines effectively.
- Experience working cross-functionally within an educational or similar environment.
- Competency in using data and feedback to inform decision-making and improve engagement initiatives, with strong analytical and reporting skills.
- Demonstrated initiative and ability to exercise sound judgment.
- Commitment to diversity, equity, and student wellbeing.
- Proficiency and knowledge in MS office, digital communication tools (e.g., email, social media, CMS).

Desirable competencies

- Familiarity with student platforms such as Salesforce/CRM, Canvas.
- Experience in event and project management
- Creative industries experience
- Knowledge of higher education providers

Our Collarts Values

All employees are required to conduct themselves in accordance with the Code of Conduct and associated Human Resources policies and uphold Collarts core values. As a People Leader, this role leads by example in embodying our core values of:

CURIOSITY Play, have fun, try new things, experiment, adapt and learn. Accept ambiguity and uncertainty. Embrace nuance and complexity. Ask questions and be open minded.

KINDNESS Get to know people, be gentle and respectful. Ask for help and help others. Be generous, humble and compassionate. Make kindness the currency of authentic relationships.

CONNECTION Share information freely, listen deeply and be honest. Invite people in. Build trust. Find collaborators who yearn for the same things. Have faith in the power of the team.

COURAGE Take risks. Be ambitious and determined. Find your voice: speak up and be vulnerable. Persevere. Practise progress over perfection. Make failure a step towards success.

MASTERY Immerse in the creative process. Find your thing: show grit in the face of struggle. Hone your craft and artistry. Challenge yourself in the relentless pursuit of excellence.