



POSITION DESCRIPTION

CHIEF COMMERCIAL OFFICER

We are looking for employees of integrity, who are exceptionally high performers and can work collaboratively towards the achievement of our 2020-23 Vision of being *'an Institute, Workplace and Partner of Choice'*

ABOUT THE ROLE

The Chief Commercial Officer (CCO) leads the strategic and operational commercial development of Chisholm, working closely with the Executive team and under the leadership of the Chief Executive Officer (CEO) and in accordance with Chisholm's strategic plan, vision and mission.

A vital component of the CCO position is the development, implementation and continual review of Chisholm's Commercial Plan, which works together with Chisholm's Education, People, IT and Infrastructure and Student Success Plans.

This position identifies appropriate business opportunities aligned to Chisholm's 2020 vision to drive growth across all sectors of Chisholm's commercial businesses by leading, developing and managing commercial activities to maximize the Institute's sustainability, differentiation and increase reputation and market share.

The Chief Commercial Officer role is responsible for leading, directing and nurturing the performance of Commercial Business Group Business Areas, and supporting the growth of Education Business Areas. A high level of engagement and collaboration is required between this role and the Chief of Education to ensure that products and services offered to industry, corporate and international clients are consistent and that operational synergies are maximised.

The incumbent is a key and active member of the Executive Director Group, providing leadership, expertise and influence across all aspects of Chisholm's commercial portfolios in Victoria, Australia and Internationally.

Key Accountabilities

Business Growth

- Build capability and commercial acumen of the Institute and its leaders in attracting, acquiring and expanding commercial opportunities locally and internationally
- Build long term relationships and partnerships that deliver commercial growth
- Develop a strategy and provide leadership for organisation wide business development opportunities
- Drive the international education strategy and have an active business development plan for student recruitment, off shore projects and partners

- Ensure Commercial business group, business areas and individual plans/budgets align with the organisation's plans/budget
- Establish a robust tender process, including business case preparation and ensure processes and contracts, both locally and internationally, are successfully negotiated and implemented
- Identify appropriate business opportunities aligned to the Institute's 2020 Vision to drive growth across your business area, and the wider Institute
- Identify international project opportunities to diversify and maximise business growth
- In conjunction with the Executive Director Student Success and Support determine and deliver the optimum customer experience for each learner segment
- Increase fee for service income across the Institute and its controlled entities, both on and off shore, to enable the Institute to achieve a greater level of self-funding
- Increase international students both on and offshore
- Lead tenders and submissions for all commercial activity ensuring effective processes and successful outcomes
- Maintain a clear customer segmentation model and execute innovative and differentiating approaches to gain share of key segments
- Maintain active account management and oversight of commercial relationships including industry partners, educational organisations and other training providers
- Work with the Chief of Educational and other key executives to influence and drive new product development and build an Institute product portfolio that is responsive to customer needs
- Work with the Executive Director Student Success and Support to ensure the commercial strategy of Chisholm is adequately represented in the Brand strategy for the Institute and ensure a positive reputation and market leadership is built and maintained
- Establish a robust tender process, including business case preparation and ensure processes and contracts, both locally and internationally, are successfully negotiated and implemented

People Leadership

- Implement relevant parts of Chisholm's People Plan working collaboratively with the Executive Team with a particular focus on the commercial acumen of our workforce
- Drive a culture of achievement that acknowledges the input of others via review and feedback
- Enable business areas in the Commercial Business Group to effectively deliver ongoing improvement in their quality of services, business performance, and reputation by leading, coaching and mentoring staff and colleagues
- Encourage and lead staff to undertake relevant professional development
- Ensure portfolio and individual plans align with Institute plans
- Identify potential situations that may put the Institute at risk ensuring consistency with the Child Safe Standards and respond in accordance with Institute's policies and agreed practices
- Maintain a safe and productive work environment free from discrimination, bullying and harassment
- Motivate, coach and manage business areas toward the achievement of functional goals.
- Prepare forward looking strategic and operational functional plans
- Progress organisational priorities and ensure effective acquisition and use of resources
- Provide high level strategic advice to promote commercial growth, leading the direction to ensure that the Institute continues to be a preeminent provider in the educational sector
- Seek and apply the expertise of key individuals to achieve organisational goals
- Ensure consistency with the Child Safe Standards¹ and respond in accordance with Institute's policies and agreed practices

¹ *Child Safety & Wellbeing Act 2005 (Vic) - Child Safe Standards*

Innovation and Continuous Improvement

- Evaluate underperforming business areas in the Commercial Business Group and develop and implement solutions
- Seek and lead opportunities for continual improvement
- Design, implement and monitor a robust customer satisfaction feedback mechanism to ensure proactive improvement of services and products

Service Excellence

- Apply legal, policy and organisational guidelines to ensure compliance, audit and reporting obligations are met
- In conjunction with the General Manager Student Experience, determine and deliver the optimum customer experience for each learner segment

Business Alignment

- Promote the Vision and goals of the organisation both internally and externally, with professionalism and enthusiasm
- Interface with educational business area's to ensure consistency of on and offshore delivery and student experience
- Interface and align with the General Manager - Student Experience to leverage systems, processes and operational efficiencies in delivering an exceptional end-to-end student experience

Commercial Focus

- Achieve specific direct revenue and EBITDA targets
- Build capability and commercial acumen of the Institute and its leaders in attracting, acquiring and expanding commercial opportunities locally and internationally
- Contribute to achievement of shared Chisholm financial goals
- Ensure Commercial Business group, Business area and individual plans/budgets align with the organisation's plans/budget
- Establish agreed measures to monitor specific performance outcomes
- Lead across Institute commercial activity to maximize the Institute's financial sustainability by adopting a global perspective on local markets
- Manage and evaluate the Institute's commercial activity across the organisation and its controlled entities, to maximize the Institute's financial sustainability and ensure effective deployment of resources against priorities
- Progress organisational priorities and ensure effective acquisition and use of resources
- Engage effectively with key stakeholders, internally and externally, to enable sustainable commercial performance of the organisation

People and Team

- Motivate, coach and manage the team towards the achievement of goals
- Ensure portfolio and individual plans align with Institute plans
- Maintain a safe, positive and productive work environment free from discrimination, bullying and harassment
- Promote the Vision and goals of the organisation both internally and externally, with professionalism and enthusiasm
- Encourage and lead staff to undertake relevant professional development.

ABOUT US

Chisholm is Victoria's premier public vocational education and training provider, with campuses located across Melbourne and the south east.

Chisholm is Victoria's premier public vocational education and training provider, with campuses located across Melbourne and the south east each year welcoming some 35,000 students from over 43 culturally and linguistically diverse backgrounds. More than 1,400 passionate and dedicated Chisholm employees work together to deliver quality training and education in Melbourne's south east manufacturing heartland and key residential growth corridor.

A Victorian Government-owned TAFE, we aim to lead the way in education and training to inspire success and transform lives.

Our purpose is to excel in education and training and be respected and valued for enhancing the social and economic futures of individuals, industry and communities.

Our drive for commercial success is underpinned by our core values of Opportunity, Integrity, Collaboration, and Achievement.

In the past 20 years, we have grown significantly to become a multi-sector institute, delivering a broad range of education and training programs and services in higher education, vocational education and training (VET) and school sectors across ten campuses in Victoria, online, in the workplace and overseas with partner educational and government organisations.

We offer over 250 courses, from VCE/VCAL/VETiS, through to nationally accredited qualifications such as certificates, diplomas, advanced diplomas, degrees, graduate certificates, graduate diplomas and short courses.

OUR COMMITMENT TO DIVERSITY

At Chisholm, we embrace differences in gender, age, ethnicity, race, cultural background, disability, religion and sexual orientation. We know that diversity and inclusion helps us to attract, recruit, engage and retain a team of talented people.

KEY WORKING RELATIONSHIPS

Reports to:

- Chief Executive Officer

Direct Reports:

- General Manager - International Project Development
- General Manager - Workforce Solutions
- General Manager - Chisholm Online
- General Manager - Commercial Development
- Manager - International Student Operations

Internally

- Executive Director Group
- Chisholm Leadership Group
- Business Area leaders
- Chisholm Board and Chisholm Online Board

Externally

- Industry
- Chisholm Institute partners
- International Education Bodies
- Peers in other Educational Institutions
- Government colleagues
- Community organisations

POSITION REQUIREMENTS

Qualifications

Essential

- Tertiary Qualifications in business management, business development or commercial disciplines

Desirable

- Relevant Post Graduate qualifications in business management, business development or commercial disciplines

Skills and Experience

Essential

- Substantial and varied experience in senior strategic commercial roles
- Ability to grow and sustain commercial performance from excellent business development skills
- Successful procurement experience in dealing with complex commercial negotiations and contracts
- Demonstrated leadership in building an effective team that models organisational values
- Experience in managing cross functional teams to achieve specific goals within a timeframe
- Proven financial skills across diverse projects and environments
- Demonstrated experience in representing organisations professionally and with integrity
- Highly developed communication, negotiation and interpersonal skills, including capacity to obtain support at senior industry, government and community levels.

Desirable

- Experience in leading within post-secondary education sector

Other requirements

- Current valid Working With Children Check
- Certified copy of unrestricted rights to work in Australia
- Police Check
- Certified copies of qualifications

ALIGNMENT TO OUR VALUES

We are looking for people who believe in our values of *Opportunity*, *Collaboration*, *Integrity* and *Achievement* and will uphold them in all communications, decisions and actions.

Opportunity

- We are encouraged to communicate our ideas
- We strive to constantly deliver excellence in education
- We have a *Workplace of Choice* that is safe, positive and continually improving
- We respect each other's roles and commit to shared goals

Collaboration

- We are part of an innovative team working together; we are friendly, understanding and sensitive to our learners and customers
- We care and look out for each other and the community, whilst delivering great service

Integrity

- We are forward thinking and have a great reputation. We really want to make a difference
- We are confident and consistent with our practice and *a Partner of Choice*
- We take ownership and responsibility, focusing on the best outcome for the learner and customer

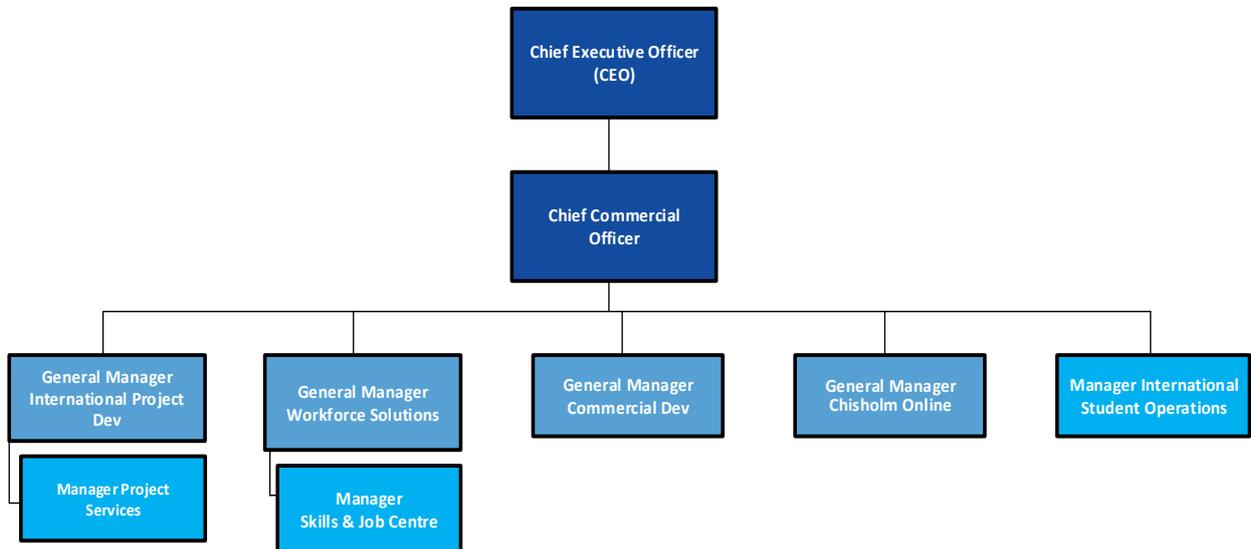
Achievement

- We are encouraged to grow professionally and as a person
- We are driven to improve delivery and we are rewarded and recognized when we do
- We celebrate achievements and congratulate others on their success

ORGANISATION DIAGRAM

This chart is a concise version and current at the time of publication:

Commercial Group:



Executive Director's Group:

