

POSITION DESCRIPTION



SECTION A: Position Context

Position Title	Executive, Business Development
Position Grade	E2
Category	Executive
Campus / Unit	Sarawak Campus – Business Development and Liaison
Term of Appointment	Full-time Appointment
Effective Date	March 2023

Position Purpose

This position is responsible for supporting the University in enhancing its external engagement with partner institutions, student funding bodies and other stakeholders, as well as ensuring that these activities are carried out in a well-coordinated and highly effective manner.

The appointee shall work closely with relevant Academic and Professional colleagues to drive the achievement of University's objectives in terms of growth, reputation and strategic partnerships. It is anticipated that Swinburne Sarawak will expand its business development activities rapidly and that the responsibilities and scope of the position will grow accordingly.

University Information

As a 21st century university at the cutting edge of technology, innovation and entrepreneurship, Swinburne University of Technology has an ambitious vision to become the prototype of a new and different university. A next generation university. With a century long history of educating and training students with high-quality, career-orientated education and strong links to industry and the community it aims to bring people and technology together to create a better world.

Swinburne has an international reputation for quality research that connects science and technology with business and the community. The University standing in prestigious world academic ranking lists reflects our commitment to high-quality teaching and research and graduate outcomes.

Swinburne's emphasis is on high quality, engaged teaching and research in science, technology, business, design and innovation – teaching and research that makes a difference in the lives of individuals and contributes to national economic and social objectives.

Swinburne works to advance quality research through partnerships with industry, our communities and other universities within Australia and internationally, to achieve outcomes that are directly relevant to industry and society.

Swinburne offers both Higher Education and Vocational Education courses and programs, along with online education through both Swinburne Online and Open Universities Australia. The University has multiple campuses in Melbourne, Australia, and also an international campus in Sarawak, Malaysia.

The Campus in Sarawak is a licensed branch campus university in Malaysia which offers selected undergraduate, postgraduate and research degree courses identical to those offered at other Swinburne campuses in Australia. It also offers pre-university foundation programs. The Campus was established in 2000 as Swinburne Sarawak Institute of Technology and on gaining university status in Malaysia changed its name to Swinburne University of Technology Sarawak Campus in June 2004.

The Campus occupies a 16.5-acre site in central Kuching, the state capital of Sarawak. The Sarawak Campus has students from Malaysia and other countries, and plans to expand rapidly as its staff and facilities are developed continuously to allow a greater number and diversity courses to be offered.

The Campus in Sarawak is a joint venture between Swinburne University of Technology in Australia and the State Government of Sarawak through two of its shareholders – Yayasan Sarawak and the Sarawak Higher Education Foundation. The campus is part of a long-term strategy by Swinburne Australia, established in 1908, to globalise its operations and provide its students with international living, working and learning opportunities.

Business Development and Liaison

Business Development and Liaison (BDL) Unit led by the Director, BDL, is responsible for the development and implementation of business development initiatives, designed to achieve agreed corporate objectives.

The key activities include:

- Development activities for expansion of business opportunities and networks;
- Establishment and engagement of collaborative and supportive professional relationships in pursuit of common university objectives; and
- Establishment and engagement with the alumni community.

The BDL Unit plays a critical role in facilitating the growth objectives of the University in terms of new student numbers and other university objectives.

URL to web pages:

<https://www.swinburne.edu.my>

Participation on Committees

The appointee will be required to participate in relevant committees as and when needed for the efficient performance of duties as directed by the Assistant Manager, Business Development; and/or Director, BDL; or by an authorised personnel.

Supervision Reporting Relationships

This position's supervisor/manager	Assistant Manager, Business Development, or any other person as assigned by an authorised personnel
Other positions reporting to this position	None

Location

This position is located at the Swinburne University of Technology Sarawak Campus.

SECTION B: Key Responsibility Areas

The key responsibility areas (KRAs) are the major outputs for which the position is responsible and are not a comprehensive statement of the position activities.

KEY RESPONSIBILITY AREAS		
1.	OVERALL OBJECTIVE	Develop and implement effective business development strategies to support the achievement of business objectives of Swinburne Sarawak.
2.	BUSINESS DEVELOPMENT	<ul style="list-style-type: none"> Identify opportunities for new partnerships particularly with other institutions and student funding bodies for the development of the University's business. Carry out due diligence and other assessments in relation to the establishment of new partnerships. Engage government and private funding organisations in Malaysia to expand funding options for Swinburne Sarawak students. Work within a team to secure human resource development funding and projects from government agencies and other organisations. Contribute to the overall planning and implementation of business development strategy, in line with revenue generation and student recruitment objectives of the University.
3.	PARTNERSHIP MANAGEMENT	<ul style="list-style-type: none"> Plan and implement strategies to enhance recruitment of articulation/pathway for students from partner institutions. Manage and monitor performance of partner institutions in relation to agreed KPIs. Coordinate the University's participation in exhibitions, workshops and other activities with partner institutions. Provide regular reports to the Assistant Manager, Business Development, in respect to the performance of partner institutions.
4.	COMMUNITY ENGAGEMENT	<ul style="list-style-type: none"> Coordinate implementation of Corporate Social Responsibility (CSR) projects, in collaboration with relevant university functions and student bodies. Identify and promote opportunities for the University to contribute to the welfare of the community, with particular emphasis on programs which facilitates progression of disadvantaged students into higher education.
5.	RELATIONSHIP MANAGEMENT	<p>Internal:</p> <ul style="list-style-type: none"> Coordinate implementation of business development projects with relevant academic and administrative colleagues. Ensure that relevant staff of the University are updated regularly with regards to new and current partnerships. Liaise with Student Engagement on development of product or financing packages. <p>External:</p> <ul style="list-style-type: none"> Liaise and maintain effective links with a range of external stakeholders particularly partner institutions and student funding bodies. Liaise with legal advisor in the preparation of legal agreements.
6.	OCCUPATIONAL HEALTH AND SAFETY (OHS)	<p>Assist management in ensuring compliance of all OHS legal and procedural requirements by various stakeholders, including through the following:</p> <ul style="list-style-type: none"> Execute OHS requirements in respective work areas; Maintain cleanliness, good housekeeping and overall safe work environment; and Undertake immediate correction and improvement action on any non-compliance practices, and report all OHS related injuries, ill health or incidents to the OHS section.
7.	SWINBURNE VALUES AND CULTURE	<ul style="list-style-type: none"> Commit to the Swinburne Values. Conduct work professionally while demonstrating the Swinburne Values at all times.
8.	OTHER DUTIES	Any other duties as and when required by the Assistant Manager, Business Development; and/or Director, BDL; or by an authorised personnel.

SECTION C: Key Selection Criteria

Application letters and / or resumes must address the Qualifications and Knowledge / Experience / Attributes sections under the key selection criteria.

Qualifications: Include all educational and training qualifications, licences, and professional registration or accreditation, criminal record checks etc. required for the position.		Essential / Highly Desirable / Preferable
1.	A Bachelor's degree from a recognised institution in an area relevant to the duties with at least three (3) years relevant working experience; OR Master's degree holder can be considered.	Essential

Experience / Knowledge / Attributes: Required by the appointee to successfully perform the positions key responsibilities.		Essential / Highly Desirable / Preferable
1.	A high level of business acumen.	Essential
2.	Ability to lead, manage and motivate a team.	Essential
3.	Excellent communication and negotiation skills.	Essential
4.	Excellent command of written and spoken English and Bahasa Malaysia .	Essential
5.	Proven ability to manage clients and business partners from a wide range of backgrounds and cultural expectations.	Highly Desirable
6.	Broad knowledge of Malaysian educational systems and frameworks, and government policies in relation to higher education and student funding.	Highly Desirable
7.	Demonstrated ability to work effectively in a consultative and team environment.	Highly Desirable
8.	Proven ability to manage clients and business partners from a wide range of backgrounds and cultural expectations.	Highly Desirable

Further Information

Further information is available from Human Resources at fax +60 82 260821, email careers@swinburne.edu.my.

Applications

Applications should include with their application a detailed CV indicating qualifications, experience and other matters considered relevant to the application.

The University has a policy requiring successful applicants to produce evidence of all formal qualifications prior to commencing employment.

I accept the Position Description as stated above and that the Position Description may need amending and updating periodically due to changes in responsibilities and organisational requirements. Changes to position descriptions will be in accordance with the position grade and category, and consistent with the purpose for which the position was established.

Name :

Date :

Signature :