



POSITION DESCRIPTION:

Wade Institute of Entrepreneurship Program Manager

- Reports to:** General Manager, Wade Institute
- Employment Type:** Full-time. Fixed Term for one year with the possibility of an ongoing position.
- Salary Expectation:** \$80,000 to 90,000 per annum plus 12 % superannuation.

The Wade Institute

Established with a gift from entrepreneur Peter Wade, the Wade Institute exists to empower the next generation of audacious entrepreneurs and to be the birthplace of game-changing enterprises. We are a unique epicentre of informed entrepreneurial practice – an environment where individuals and ideas flourish. The Wade Institute delivers the University of Melbourne’s Master of Entrepreneurship.

The Wade Institute is a dynamic and growing organisation and in 2018 we will be expanding our offering by launching Wade Inc., an incubator for Master of Entrepreneurship Alumni that helps them bridge the gap between graduation and the next step in their startup journey. The Wade Institute also runs an increasing range of immersive entrepreneurial education programs.

Position Purpose

For an entrepreneurial centre to thrive, it needs a hub that is able to connect the various parts and catalyse a vibrant and creative environment. The Wade Institute Program Manager is the heartbeat of the Wade Institute – the key connector, integrator and manager of the student experience.

The Program Manager plays a pivotal role for the Master of Entrepreneurship and manages the end to end experience of students, staff and visitors for the program. The Program Manager will manage recruitment activities, facilitate interactions with current students and deliver the alumni strategy and will have both internal and external facing responsibilities.

The Program Manager is effective at relationship building and stakeholder management. The Wade Institute has a diverse community that includes students and alumni of Wade Institute from both our Master of Entrepreneurship and short program offerings; staff of Wade Institute and Ormond College; Faculty from the University of Melbourne; external mentors and advisors; corporate partners; donors; and collaborators in the startup ecosystem.

Key responsibilities:

- Manage the recruitment pipeline for the Master of Entrepreneurship, including establishing standard operational process for recruitment.
- Plan, deliver and host strategic Wade Events that might include recruitment events, brand awareness events, Open Days and hosting our startup eco-system partners.
- Analyse data, and prepare regular reports to indicate trends and contribute to strategic direction.
- The Program Manager is the key point of contact for students studying or working at the Wade Institute and will ensure the Wade Institute has a cohesive and vibrant work environment throughout the year.
- Implement the Alumni Strategy for the Master of Entrepreneurship and wider Wade Institute programs
- Develop, build, strengthen and maintain key relationships across the University and startup eco-system.
- Administrative tasks associated with the key responsibilities.

Key Tasks

Recruitment

- Be a brand ambassador for the Wade Institute by attending startup events, careers expos, graduate fairs, pitch nights and workshops.
- Create and deliver on opportunities to spruik and promote the Master of Entrepreneurship.
- Conduct tours of the Wade Institute, showcasing the Master of Entrepreneurship to potential students.
- Generate and develop new key long-term pipeline recruitment programs and activities that might include high school outreach and working with student university clubs.
- Answering enquiries from all communication channels including telephone, email, and social media.
- Keep accurate data and tracking of leads.
- Monitor, evaluate, analyse and report on recruitment enquiries and suggest areas of improvement.
- Manage marketing collateral and external materials (including merchandise).

Events and Programs

- Work closely with the Associate Director, Marketing to suggest, project manage and deliver key strategic events that build both brand awareness and achieve recruitment goals.
- Suggest, plan and execute internal community events that increase the satisfaction of the community members and increases the rate of student to student, and student to external connections.
- Attend all Wade Institute events.
- Manage end-to-end programs and workshops that are vital to Wade Institute community development for instance, weekend programs, visiting international student groups, Ormond College workshops, and workshops for other University of Melbourne programs.
- Develop new and engaging ways for the Wade Institute to provide value to important parts of the startup and university ecosystem.

Relationship Management

- Ensure that the Wade Institute space is a place to create, to explore, to develop and to co-operate.
- Develop and strengthen key relationships within the startup and University ecosystem to enable the Wade Institute to have access to the ideas, people and resources to ensure its continued success.
- Attend all Faculty Meetings to ensure a deep understanding of the Master of Entrepreneurship and take minutes as required.
- Continue to deepen our key relationship with the Ormond College student community and develop ways to engage and provide value to students.
- Manage the Wade Institute community in a proactive way and resolve issues and complaints where appropriate and know when to escalate to the General Manager as necessary.

Key selection criteria:

- A first-rate communicator in writing and in person.
- A “people person”. Whether you are meeting a well-known entrepreneur, a CEO or a student, you are great at building rapport and creating conversation.
- You either already have the ability to be an effective public speaker or this is something you are looking to develop.
- Familiarity with an educational, startup or co-working environment, and knowledge and experience of entrepreneurship and the startup eco-system is highly regarded.
- Ability and experience with developing and deepening key relationships with a variety of stakeholders.
- A strong collaborative, action-oriented and continuous learning mindset.
- An ability to visualise, project manage and execute on a range of events, workshops and activities.
- An organiser who is able to establish standard operating procedures in a high-growth business unit.
- Excellent ability to prioritise and plan effectively and to meet deadlines.
- Discretion and compliance with confidentiality requirements.
- Comfortable working in an open-plan office and creating time management strategies in a bustling community of super engaging people.
- Experience in managing communities of people in dynamic and creative environments and confidence when dealing with the inevitable issues that arise.
- Ability to work flexible hours, with occasional nights and weekends as required

The Position Description for the role may be downloaded from the Wade Institute website:
<http://wadeinstitute.org.au/>

Applications close at 5.00pm Sunday 10 December 2017.

Applicants are invited to submit a covering letter, addressing the **key selection criteria (listed in the Position Description)**, and resume, (and a university transcript or evidence of qualifications if applicable), to Ms Georgia McDonald at - gmcDonald@wadeinstitute.org.au