

10 February 2026

Candidate Briefing

BOX HILL INSTITUTE

Executive Director, Student Experience



ROLE

Title	Executive Director, Student Experience
Reports to	Chief Executive Officer (Grant Radford)
Location	Box Hill Campus
Employment type	Full time, onsite

ABOUT BOX HILL INSTITUTE (BHI)

For over 100 years, Box Hill has been changing lives for the better, continuing to make this world a better place for all. By providing people with opportunities to expand their knowledge, experience and understanding of the world, BHI empowers them to change their lives.

Students can pursue everything from short courses through the Centre for Adult Education (CAE), Victorian Certificate of Education (VCE), VCE Vocational Major (VCE VM), Victorian Pathways Certificate (VPC), pre-apprenticeships to certificates, diplomas, and higher education degrees.

Students are supported in their ambitions to study through well-equipped classrooms at the Box Hill, Lilydale and Melbourne CBD campuses, as well as remotely with blended and online courses.

To ensure our education meets Victoria’s workforce needs, BHI maintains strong connections with industry partners. The Institute continues to establish pathways into, and after TAFE, by connecting with schools and universities, so we can support students on their lifelong learning journey.

BHI also attracts and retains people who are passionate about our vision and role, empowering them through support and training, and creating a diverse and inclusive workplace. The Institute recognises that their employees are critical to success, and that achieving goals requires collective effort.

Following the objectives set in the 2024-2028 Strategic Plan, the organisation is strengthening its foundations, so BHI can continue connecting people with life changing learning over the next 100 years and beyond. This role opportunity is an exciting part of that journey, and sits in the Executive Team.

Key statistics



30,000+
Students taught per year



150+
Accredited courses



200+
Courses



10
Workplace training facilities



77.7%
of graduates employed 6 months after graduating



87.7%
of apprentices or trainees employed after training

Vision and values

<p>BHI's Vision Skilled people shaping a better world.</p> <p>BHI's Role Connecting people to life changing learning.</p> <p>BHI's values Together we are curious, trustworthy and compassionate.</p>	<p>Curious BHI are driven to learn, grow and evolve.</p> <p>Trustworthy BHI build trust by being honest and accountable.</p> <p>Compassionate BHI are kind and respectful.</p>
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Elements used to measure BHI's Success

- Student satisfaction
- Stakeholder engagement
- Employee engagement
- Operating margin
- Market share
- Carbon emissions.

For more information on BHI, visit <https://www.boxhill.edu.au/about-us/our-vision/>

ROLE OVERVIEW

The Executive Director, Student Experience is accountable for:

- All matters pertaining to the non-academic student experience.
- The Institute's student value chain by leading the development and delivery of a holistic, outstanding and distinctive student experience.
- Ensuring that the objectives and activities of the Student Experience are integrated and aligned with the Institute's values and broader Strategic Plan and that the Student Experience aspects of the strategic plan's Roadmap are met.
- Provide strategic leadership to transform the Student Experience function, encompassing marketing, student recruitment, administration, and student support, to deliver an integrated, student-focused journey.
- Building the Student Experience team capability and driving innovative marketing, student enrolment, engagement, support and administration strategies for domestic students ensuring compliance with relevant legislations, policies and industry standards.
- Providing executive sponsorship of the student centric strategic goals and objectives while playing a pivotal management role on the key touch points of the student life cycle.

Knowledge

- Proven experience in senior management organisational leadership - from business planning to execution - whilst operating in a dynamic and ever-changing environment.
- Experience in senior public or private sector management, leading, developing and motivating a large team and multiple direct reports towards the development, and achievement of operational and strategic objectives in student experience.
- Passion and enthusiasm to inspire change, and drive a culture of quality, accountability, high performance and achievement in a complex and demanding environment.

- Proven analytical skills including leveraging marketing analytics and demonstrated ability to translate analysis to provide strategic and critical advice in a complex organisation including decision making on strategic marketing, digital marketing, and brand management.
- Ability to build and leverage relationships to influence senior stakeholders on student experience, marketing and student administration related matters including experience in providing information advice to Boards and other senior stakeholders within government and broader industry.
- Commercial acumen and history of strong compliance with relevant legislation and regulations, financial, regulatory, planning, budgeting and reporting, and commercial project assessment in domestic and/or international regions.
- Tertiary qualifications in Marketing, General Management, Business, or Customer Service Management and equivalent working experience are highly desirable.

Relationships

- Work as a member of the Executive, and participate on student Steering Groups which provide strategic, expert and timely advice to the CEO and other Executives on student experience matters, trends and challenges to engage, inform and advise on the impact and potential effects for the Institute, including the anticipated impact of organisational change programs, and/or new models of student experience and student service delivery.
- Collaborate with the Executive Director, Educational Delivery to identify drivers influencing student experience, i.e. unit and course completion outcomes, and leverage these to deliver high quality and memorable student experience and educational delivery.
- Work closely with the Executive Director, Strategic Engagement to leverage the marketing strategy by linking brand reputation with industry presence and enhancing industry partnerships and identifying commercially viable partnership opportunities.
- Act as an escalation point for student experience matters, including issues of contextual, legal and political sensitivity, with potential risks to the Institute and divergent views or conflicting agendas at a student body/local/state/national level.
- Build and maintain strong relationships and collaborative networks with external stakeholders at senior levels i.e. marketing and media agencies to influence and assist negotiations of outcomes to maximum value for the Institute.
- Represent the Institute in industry/community sector groups, and build the Institute's profile, brand positioning, and market presence particularly with the Institute's alumni networks.
- Foster a culture of commercial thinking, and excellence in the student experience, to engage and motivate staff and challenge the status quo and provide stimulating experiences for students.

Resource Management

- Accountability for staff, resources and/or budget:
- Number of staff reporting directly: 7 direct reports
- Number of staff reporting indirectly: 138 indirect reports
- Annual operating/capital expenditure, including staff salaries: \$16.2M.

See the included **Position Description** for more information on key responsibilities and key selection criteria. Also see the included **copy of the advertisement**, a good summary of the person who is ideal for this role.



BOARD OF DIRECTORS

Led by **Chair Tracey Cooper**, the Board's role is to oversee and govern Box Hill Institute, advance objectives, and to ensure it operates in accordance with the Strategic Plan and the Statement of Corporate Intent. For more information on the Board, scroll down at <https://www.boxhill.edu.au/about-us/our-leadership/>

EXECUTIVE TEAM

BHI's **Executive Team** is responsible for successfully implementing their Strategic Plan. Together, these senior leaders ensure BHI continue to deliver high-quality education that enriches lives and builds community capacity. For more information see <https://www.boxhill.edu.au/about-us/our-leadership/>

- **Grant Radford**, CEO & Managing Director
- **Matt Graver**, Chief Operating Officer
- **Peter Quilligan**, Executive Director Infrastructure and Projects
- **To be appointed**, Executive Director, Student Experience (this role)
- **Aggie Kost**, Executive Director People and Culture
- **Susan Spozetta**, Executive Director Academic Governance
- **Paul Newnham**, Executive Director of Strategic Engagement (Commercial)
- **Michelle Mason-Woods**, Executive Director Education Delivery

STRUCTURE

The Executive Director, Student Experience **reports to** the Chief Executive Officer.

The **senior positions** reporting **into** the Executive Director, Student Experience are:

- Director, Marketing
- Associate Director, Student Life
- Associate Director, Admissions
- Associate Director, Customer Care
- Customer Experience Lead
- Registrar
- Executive Business Support Officer

There are currently seven direct reports and 138 indirect reports in the catchment for this directorate.

EXECUTIVE DIRECTOR, STUDENT EXPERIENCE

- Lead student lifecycle transformation
- Collaborative, high-performing executive team
- Enhance student success

About the organisation

Box Hill Institute (BHI) is one of Victoria's major public providers of vocational, higher education, and secondary education, recognised for its strong industry partnerships, practical training approach, and diverse program offerings. It operates as a Technical and Further Education (TAFE) institution and delivers qualifications across multiple sectors both in Australia and internationally.

Under its current leadership, the Institute has undergone a significant transformation in its culture and financial performance. Two years into a new strategic plan, clear foundations and governance processes are in place. The executive team is a collaborative, high-performing group, focused on achieving the Institute's strategic objectives.

About the role

Reporting directly to the Chief Executive Officer, this role leads all aspects of the non-academic student journey, from the first point of engagement through to support, wellbeing, and administrative services. You will guide the transformation of the Student Experience function, strengthening service delivery, improving systems and processes, and creating a connected, streamlined experience for students. A central priority will be assessing and refining the current operating model to build capability and support a constructive, high-performing culture across the directorate [portfolio?].

About you

You bring a steady, empathetic leadership style and ideally have extensive senior experience within the TAFE or similar sectors. Your background includes responsibility for student support and wellbeing, and registrar, systems and administrative operations, along with a proven record of improving customer service in complex education settings. You are confident navigating regulatory requirements and operational challenges, and you lead teams with clarity and adaptability. Above all, you can bring people together through change, and are passionate about supporting a diverse workforce to deliver an engaging, supportive student experience.

How to apply

For more information, see the **Candidate Brief** then click 'Apply' to submit **your CV** along with a **concise covering letter**. Direct and third-party applications will be forwarded to SHK.



SHK.COM.AU

REMUNERATION

The Total Remuneration Package (**TRP**) for this position is equivalent to the Prescribed Entity SES-2 Band (currently from \$298,489 to \$430,740), **including** statutory superannuation, now 12%.

However, please note, TAFE executive work value determinations, parity across executive roles in Victorian Public Sector Agencies, and guidance based on [VPSC protocols](#) and [VIRT executive](#) remuneration determinations also apply and **limit the TRP** to 'base of band' range . Proof of past salary may be required.

Salary packaging options are available post-employment, within the full value of the TRP.

OTHER RELEVANT INFORMATION

Staff Benefits

As an employee at BHI, you have access to benefits including:

- Novated leasing
- Salary packaging
- Free or discounted on-campus parking
- Corporate partners discounts on health insurance, car rental, subscriptions and more
- Free access to campus libraries and digital resources
- Flexible work options, including purchased leave
- Discounts to a range of services.

Lifestyle Benefits

Along with the employment benefits, there are also a number of lifestyle benefits to working with BHI:

- Counselling Support Services (Employee Assistance Program)
- Health and Wellbeing Program
- Cafeterias at Elgar Rd, Lilydale Lakeside and Nelson Rd campus
- Staff discount on short courses
- On-campus Childcare at Lilydale Lakeside Campus
- Walking distance to shops and restaurants
- Easy access to public transport.

Develop your career

Career development on offer with BHI includes:

- Staff learning programs
- Study fee reductions and support for approved courses
- Reward and recognition programs.

For more information, see the included Position Description and visit <https://www.boxhill.edu.au/jobs-and-careers-at-box-hill-institute/>

HOW TO APPLY

BHI is partnering with SHK Asia Pacific on this search. Applications are to be submitted online by visiting <https://www.shk.com.au/jobs> (preferred), scroll down to this opportunity.

You are **not** required to separately address the Key Selection Criteria. Your **CV (résumé) must demonstrate achievements** commensurate with the position description.

Submit your CV (no more than five pages) and a **concise cover letter** (one page or an email), broadly addressing your proposition for the role.

If you are **unable** to apply online, please email your application to penny.wilson@shk.com.au quoting **#3528041 and the role title** in the subject line. Please check on email receipt if no reply in five working days, due to email security filters.

Candidates may be contacted by **email or phone, including voicemail message**. Direct and third-party applications will be forwarded to SHK. There is a concurrent search.

Please note, selection processes **may take some time**, and may include multiple panel interviews and meetings. You may be invited for a further conversation or invited to an interview with the Consultant. Our client will be consulted throughout the process and will be making decisions on progression stages. If you are shortlisted and invited to meet with Panel, you will be provided with advice on the Panel format.

Referees will be formally requested at the appropriate stage, after Panel. Probity documentation and proof of qualifications as required by BHI and the Victorian Government may be requested prior to a candidate being recommended for appointment. All probity requirements must be met.

Applicants should **keep a copy** of the Candidate brief and position description as it cannot be accessed once the job has closed.

For more information **after reviewing this document** and ideally after submitting your CV, please contact Penny Wilson, Senior Partner, SHK on + 61 434 589 284, penny.wilson@shk.com.au

Full details of SHK's **privacy policy** may be found online at <https://www.shk.com.au/privacy-policy>.

EXECUTIVE DIRECTOR, STUDENT EXPERIENCE

Box Hill Institute

REPORTING RELATIONSHIPS	
Executive Director, Student Experience reports to	Box Hill Institute (BHI) Board The Chief Executive Officer and MD
Executive Positions reporting to the Executive Director, Student Experience	Director, Marketing Associate Director, Student Life Associate Director, Admissions Associate Director, Customer Care Customer Experience Lead Registrar Executive Business Support Officer

POSITION PURPOSE
<p>The Executive Director, Student Experience is accountable for:</p> <ul style="list-style-type: none"> • All matters pertaining to the non-academic student experience. • The Institute’s student value chain by leading the development and delivery of a holistic, outstanding and distinctive student experience. • Ensuring that the objectives and activities of the Student Experience are integrated and aligned with the Institute’s values and broader Strategic Plan and that the Student Experience aspects of the strategic plan’s Roadmap are met. • Provide strategic leadership to transform the Student Experience function, encompassing marketing, student recruitment, administration, and student support, to deliver an integrated, student-focused journey. • Building the Student Experience team capability and driving innovative marketing, student enrolment, engagement, support and administration strategies for domestic students ensuring compliance with relevant legislations, policies and industry standards. • Providing executive sponsorship of the student centric strategic goals and objectives while playing a pivotal management role on the key touch points of the student life cycle.

BREADTH

Responsible for designing the Student Experience strategy and providing oversight of marketing, student recruitment (enrolment), business performance, and operational functions at BHI. This role leverages marketing initiatives to support the implementation of the BHI Strategic Plan 2024–2028, integrating these objectives into student experience strategies, enrolment plans, and services to ensure risk mitigation, growth, and financial sustainability within a complex learning organisation with operations:

- On-shore in Australia, with campuses in Box Hill, Melbourne CBD and Lilydale.
- Virtually through online digital platforms; and
- Through partnerships with global public and private education providers to deliver education and training to students and staff worldwide.
- Provide strategic oversight of Student Hub operations to ensure an exceptional student experience. Lead initiatives that enhance customer service quality, streamline enrolment and administration processes, and support student engagement. Oversee the delivery of accurate course information and manage complex or escalated issues to maintain service excellence.
- Drive the direction of student life programs, fostering collaboration across BHI and partner TAFEs to strengthen student support services. Build strong relationships with senior stakeholders to identify and mitigate student risk areas, and implement targeted initiatives that enhance engagement, retention, and overall student success.
- Foster a collaborative and high-performing team culture by inspiring and aligning employees to organisational goals, ensuring effective contribution to business objectives.

KNOWLEDGE

- Proven experience in senior management organisational leadership - from business planning to execution - whilst operating in a dynamic and ever-changing environment.
- Experience in senior public or private sector management, leading, developing and motivating a large team and multiple direct reports towards the development, and achievement of operational and strategic objectives in student experience.
- Passion and enthusiasm to inspire change, and drive a culture of quality, accountability, high performance and achievement in a complex and demanding environment.
- Proven analytical skills including leveraging marketing analytics and demonstrated ability to translate analysis to provide strategic and critical advice in a complex organisation including decision making on strategic marketing, digital marketing, and brand management.
- Ability to build and leverage relationships to influence senior stakeholders on student experience, marketing and student administration related matters including experience in providing information advice to Boards and other senior stakeholders within government and broader industry.
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RELATIONSHIPS

- Work as a member of the Executive, and participate on student Steering Groups which provide strategic, expert and timely advice to the CEO and other Executives on student experience matters, trends and challenges to engage, inform and advise on the impact and potential effects for the Institute, including the anticipated impact of organisational change programs, and/or new models of student experience and student service delivery.
- Collaborate with the Executive Director, Educational Delivery to identify drivers influencing student experience, i.e. unit and course completion outcomes, and leverage these to deliver high quality and memorable student experience and educational delivery.
- Work closely with the Executive Director, Strategic Engagement to leverage the marketing strategy by linking brand reputation with industry presence and enhancing industry partnerships and identifying commercially viable partnership opportunities.
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JUDGEMENT AND RISK

- Shape and oversee the student journey and lifecycle strategy, leveraging data analytics to inform new programs and identify strategic risks impacting student success, including acquisition, retention, satisfaction, course completions, and graduate outcomes.
- Act as a trusted advisor to the Executive on complex and undefined matters within the context of Institute policy, service delivery, and regulatory frameworks, serving as the escalation point for student experience issues.
- Drive the development of robust performance, governance, and board reporting aligned to key metrics, ensuring compliance with legislation, regulations, and standards.

INDEPENDENCE

- Lead the development of the Institute's Student Experience Plan focusing on the pillars of reputation, acquisition, engagement and retention, and lead the integration of the student experience into the broader BHI strategic policy, regulatory, service delivery and program initiatives.
- Set strategic priorities and lead the development and implementation of a comprehensive Student Experience Framework, including a consistent customer service approach, detailed operating model, and integrated student support services. Determine resource allocation and work deployment across broader teams to ensure alignment and efficiency.
- Drive talent recognition and development within the team, ensuring succession planning and strategic workforce planning to build capability and support long-term organisational goals.
- Execute decisions related to the Student Experience life cycle and provide updates and progress on current and emerging student matters.

JOB ENVIRONMENT AND CHANGE

- Oversee Student Experience functions to ensure alignment with strategic objectives, initiating structural changes where necessary to streamline services and create synergies in delivery.
- Strengthen commercial acumen and financial capability within the Student Experience team to improve productivity, cost efficiency, ROI, and performance metrics in service delivery.
- Increase student communications capability through community engagement and provide analysis and recommendations to enhance student experience and engagement.
- Monitor and respond to emerging social, political, environmental, and technological trends impacting students, the Institute, and the broader industry, ensuring proactive strategies are in place.
- Lead the development and execution of an agile, digitally focused marketing strategy to drive revenue growth, leveraging networks to maximise PR and media opportunities for the Institute.
- Contribute significantly to strategic change management initiatives, including long-term planning for major organisational changes and shifts in BHI's strategic vision.

IMPACT

- Accountable for leading the development of the Institute's Student Experience strategic vision and direction as a member of the Executive
- Develop policies, programs and initiatives in support of the BHI strategic theme "Student at the Heart", continued introduction of new student opportunities and offerings as well as International student strategies and their tie-in to the existing Student Experience and Student service programs within the Institute.
- Oversee the Marketing, Offers and Admissions functions to ensure marketing and enrolment plans and services support the overall strategic direction.
- Contribute to the student enrolment and recruitment policy and simplifying the prospective student experience, to guide and refine the student recruitment strategy.
- Review critical systems and processes to increase accountability for positive student outcomes.
- Liaise with leaders in industry and government bodies, external peak bodies, groups and associations to keep abreast of emerging trends and ensure the ongoing effective delivery of services and/or student engagement.

RESOURCE MANAGEMENT

Accountability for staff, resources and/or budget:

Number of staff reporting directly: 7 direct reports

Number of staff reporting indirectly: 138 indirect reports

Annual operating/capital expenditure, including staff salaries: \$16.2M