

DVC, Global Strategy & Engagement

Division & Cairns Campus administrative oversight

Global strategy:

- marketing
- international
- engagement

Special projects

Business development:

- Single contact point for all Divisions

Marketing

Domestic & International

Marketing:

- international and domestic:
brand, course and research

Market research & intelligence

Digital strategy:

- Web site
- Social media

Content development

Public relations

Events

- Setting of student fees, charges, scholarships

Student recruitment

Domestic & International

Student recruitment:

- international & domestic
- agent relationships
- study tours
- UIL relationship management
- Exchange study abroad & mobility
- Delegations

JCI compliance including:

- International sanctions
- international agreements
- Aid & international scholarships

International student support

External Engagement

Domestic & International

Institutional relationship management:

- international & domestic
- staff mobility

Community engagement:

- Industry/Government/
Professions/Indigenous/NFP

Education provider engagement:

- Schools
- TAFE
- Community
- Campus tours

Short courses & Professional Development

Alumni relations and ceremonies

Fundraising

Sponsorships & memberships