

Position Description

Position title:	Manager, International Education
Division:	Education Division
Location:	National Office Hybrid other locations considered
Role type:	Fulltime Contract (12 Months)
Reports to:	General Manager, Education
Approved by:	CEO
Date approved:	February 2023

About us

The Australian Physiotherapy Association (APA) is the peak body representing the interests of over 31,000 physiotherapists in Australia. It does so by advocating for access to quality physiotherapy services, providing leadership in the wider health landscape, creating lifelong information and learning opportunities for members, and promoting the value of physiotherapy to the community.

The APA is proud to have a great working culture and it is underpinned by our values:

Accountability, Excellence, Collaboration, Courage and Respect

The Education Division exists to provide quality life-long learning experiences to members of the Australian Physiotherapy Association and interested non-members to enable their professional development.

About the role

The APA is embarking on a project to deliver a specific physiotherapy on-line learning program in Scandinavia. This role will manage the development and delivery of this project. Alongside this, it will explore other opportunities for expansion internationally of the APA's existing on-line learning and development offer.

The Manager, International Education is responsible for managing the International Education Strategy to ensure that all content development, instructional design, frameworks, policies, marketing, technology and student experience are run in accordance with the International Strategy and Business Case.

The role is responsible for the strategy of the International Education:

Project Management

- Develop a project plan
- Manage implementation and progressively report against the project plan

Product

- Negotiate partnership with content providers
- Guide the re-design of the course content for Scandinavian requirements
- Gain accreditation for course modules in Scandinavia

Marketing

- In conjunction with the marketing team, provide market insights in to the development of the marketing of Premium Education in international markets
- Execute a sales campaign in Scandinavia
- Develop MOU's and marketing opportunities in Scandinavia

Partners and Stakeholder engagement

- Evaluate and implement LMS solution through vendors
 - Engage with Scandinavian associations to gain additional insights about the educational needs of the target market
 - Ensuring the positive brand image of the APA is maintained in all external relationships
- Technology
- Working to ensure technology meets the needs of the user experience for participants

Student Experience

- Manage the on-boarding and student life cycle journey

About you and selection criteria

Education and experience:

- Degree qualified in a relevant degree such as business, project management or education
- Experience in international markets
- Knowledge of Learning Management Systems
- Proven team leadership experience
- Project management experience

Skills and attributes:

- Fluent English (spoken and written)
- Strong leadership capabilities
- Strong commercial acumen
- An innovative, problem-solving approach
- High sense of accountability and self-actualisation
- Excellent time management and ability to manage various initiatives at one time
- Excellent interpersonal, oral and written communication