



## Job Description General Manager TAFE International WA Level 9

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<b>Position Number:</b>	00030771	<b>FTE:</b>	1.00
<b>Directorate:</b>	Service Delivery	<b>Branch:</b>	TAFE International WA
<b>Location:</b>	West Perth	<b>Position Status:</b>	5 year SES Contract
<b>Agreement/Award:</b>	<i>Public Service Award 1992 Public Sector CSA Agreement 2024 or as replaced</i>		

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### Reporting Relationships

#### *Reports to:*

Executive Director Service Delivery, Class 3

#### *Other officers reporting to the above office:*

Director Service Delivery Strategy, Level 9

Director Service Delivery Operations, Level 9

Principal Consultant, Level 7

Executive Assistant, Level 3

#### *This Office – officers under direct responsibility:*

Associate Director Customer Service Quality and Compliance, Level 8

Associate Director Recruitment Strategy and Stakeholder Relations, Level 8

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### Key Role Statement

The General Manager TAFE International WA (TIWA) leads marketing, recruitment, admission and management of international students enrolling at WA TAFE colleges and public schools in accordance with regulatory standards. The General Manager TIWA also leads cross-agency initiatives and partnerships in alignment with State Government's strategies to grow international education for Western Australia.

As a member of the Service Delivery Executive Management team the General Manager TIWA actively contributes to Service Delivery's strategic and operational directions, policy and program decisions and performance monitoring to address organisational and service delivery needs.

The General Manager TIWA also leads the development, implementation and monitoring of strategic and operational plans, budgets and quality systems for TIWA and manages its human, physical and financial resources.

### Building Leadership Impact as a Multiple Area Leader

We believe all our people are leaders and expect and encourage them to demonstrate leadership in their roles.

Leadership in this position is about leading teams to achieve the strategic direction of a number of different business areas and to implement the associated operational strategies.

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## Key Responsibilities

- Develop, implement and monitor strategies to maximise onshore international student enrolments in the WA TAFE and public-school sector.
- Manage and maintain the Registered Training Organisation trading as TAFE International WA in accordance with regulatory and compliance requirements of the Australian Skills Quality Authority Standards for RTOs, ELICOS Standards 2018, Education Services for Overseas Students Act, National Code of Practice for Providers of Education and Training to Overseas Students 2018, Commonwealth Register of Institutions and Courses for Overseas Students and any other regulatory requirements as added or amended.
- Represent the Department and TAFE International WA on State and National Committees in relation to international education as appropriate.
- Develop, implement and maintain policies and quality systems to manage State and Commonwealth statutory and regulatory requirements in relation to international students, including student enrolment and placement, terminations and visa cancellations.
- Manage and maintain the CRICOS registration on behalf of the public-school sector.
- Manage high level negotiations with the Department of Education and TAFE Colleges related to the development of service delivery agreements and the pricing of associated products and services related to international education.
- Lead the development and implementation of TAFE International WA strategic marketing plan, strategies and programs to maximise the recruitment of international students and ensure sustainable growth of the international education industry for the long term social and economic benefit of Western Australia.
- Lead strategic analysis of TAFE International WA products and services, practices, issues and trends to ensure student recruitment, placement and management in line with the state and federal legislation.
- Provide strategic leadership associated with destination and niche marketing of education and training services for Government Schools and TAFE Colleges to offshore governments, private sector organisations, educational institutions and agents associated with international education and training.
- Lead development of strategic international education networks to ensure that TAFE International WA engages in identified recruitment practises on a national and international level in accordance with national legislation and the requirements of the international education marketing campaign for TAFE International WA.
- Direct the Customer Services function and ensure the effective provision of a customer focussed service for international student business, including oversight of critical incidents involving international students.

## Values

Our values reflect the way we go about our work with our partners, stakeholders and each other.

- We find solutions, deliver and do things well.
- We have integrity and courage.
- We respect, trust and care for each other.
- We know diversity makes us stronger

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## Leadership Context

We believe all our people are leaders irrespective of their role. We consider this as critical to our success and, to support this, we have adopted *Leadership Expectations* which provides a common understanding of the mindsets and expected behaviours required of all our employees and the public sector.

The leadership context for this role is **Multiple Area Leader**.

## Expected Leadership Behaviours

While it is expected that the occupant will demonstrate all leadership behaviours of an [Multiple Area Leader](#), the following outlines those that are required to undertake this role:

- **Lead collectively** – You build and maintain relationships and partnerships with business areas as well as with key stakeholders across the sector.
- **Think through complexity** – You navigate complexity to develop short and medium term operational strategies.

- **Dynamically sense the environment** – You understand the patterns, trends and connections between situations and the impact of the issues
- **Deliver on high leverage areas** – You identify strategic priorities for the business areas you lead.
- **Build Capability** – You understand your role and responsibility for creating a healthy culture in your business areas, contributing to a productive agency and sector culture.
- **Embody the spirit of the public service** – You display and embody the spirit of public service in all of your decisions, interactions and professional activities
- **Lead adaptively** – You are continually learning and adapting your personal style and approach to be effective in new and challenging contexts and positions.

## Selection Criteria

### Essential

- Strong leadership skills with a track record of developing and implementing strategic marketing plans to recruit international students.
- Proven ability to manage and maintain compliance with regulatory and statutory requirements related to vocational education and training.
- Excellent communication and negotiation skills with experience in managing high-level negotiations with educational institutions and government agencies.
- Demonstrated ability to lead comprehensive strategic analysis of products and services, organisational practices, market issues, and trends.
- Demonstrated ability to lead customer service functions and ensure the provision of a customer-focused service for international students.

### Other Requirements

- May be required to work from any Department worksite.

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## CERTIFICATION

The details contained in this document are an accurate statement of the position's responsibilities and requirements.

### Executive Director:

Name: Darren Channell

Position: Executive Director Service Delivery

Signature: 

Date: 6/5/25

### Delegated Authority:

Name: Jodie Wallace

Position: Director General

Signature: 

Date: 06/05/2025

## HR USE ONLY

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