



Position Description – Manager Product Lifecycle

Position Details

Position Title: Manager, Product Lifecycle

College/Portfolio: Vocational Education **School/Group:** Partnerships

Campus Location: Primarily based at City campus, and the potential to work across other RMIT campuses as required.

Classification: HEW 9

Time Fraction 1.0 FTE

Employment Type: Fixed Term

Fixed Term Reason: Specific Task or Project

Reporting Line: Associate Director Non-Award

No. of Direct reports: 2

RMIT University

RMIT is a global university of technology, design and enterprise, committed to creating transformative experiences for students and making a meaningful impact through research, innovation, and engagement. For more information on RMIT University follow the links below.

<https://www.rmit.edu.au/about>

<https://www.universitiesaustralia.edu.au/university/rmit-university/>

<https://www.rmit.edu.au/about/facts-figures>

Our campuses in Melbourne (City, Brunswick, Bundoora, and Point Cook) are complemented by international campuses in Vietnam and a centre in Barcelona, Spain. We proudly acknowledge the Woi Wurrung and Boon Wurrung peoples of the eastern Kulin Nation on whose unceded lands our campuses are located.

We are deeply committed to reconciliation and Indigenous self-determination, embedding these values throughout our policies, culture and structures.

<https://www.rmit.edu.au/about/our-locations-and-facilities>

Why Join RMIT?

Our people are at the heart of everything we do. At RMIT, we value innovation, collaboration and impact. Our values are the heart (durrung) of who we are and what we stand for at RMIT. They guide what we do, how we make decisions, and how we treat each other.



Inclusion Imagination Integrity Courage Passion Impact

Learn more about our values: <https://www.rmit.edu.au/about/our-strategy/values>

Organisational Accountabilities

RMIT is committed to the safety, wellbeing and inclusion of all staff and students. As a staff member, you are expected to comply with all relevant legislation and RMIT policies, including those related to: Equal opportunity, Occupational health and safety, Privacy and trade practices & Child safety standards:

Appointees are responsible for completing all required training and ensuring that they and their team members remain up to date on relevant compliance obligations.

Staff are expected to understand and support RMIT's child safe practices as part of their professional responsibilities. More about our child safety commitment: <https://www.rmit.edu.au/about/our-locations-and-facilities/facilities/safety-security/child-safety>.

Leadership at RMIT

At RMIT, leadership is not defined by position or hierarchy—it is a shared responsibility demonstrated by all staff, regardless of role or title. Leadership is grounded in our six core values, which guide and shape how we work together, make decisions, and create impact.

Effective leadership means consistently integrating these values into everyday actions and interactions, whether influencing a project outcome, supporting a colleague, or leading a team. All staff are expected to embody the principles of the *Be-Know-Do* Leadership Model:

Be – We are open and authentic, inclusive and empowering. We are purpose driven role models and communicators.

Know – We are self-aware, and understand our stakeholders, our sector and priorities.

Do – We set clear direction and expectations, we develop ourselves and others and promote mutual accountability to deliver results.

At every level, leadership at RMIT is about influence, contribution, and mindset. It is reflected in how we empower others, foster collaboration, and drive positive change through capability-building and alignment to strategic goals.

The College of Vocational Education

The next evolution in vocational education at RMIT will need to meet people where they are and take them where they want to go. RMIT's College of Vocational Education will be ready for the challenge, guided by the [EVOLVE@RMIT](#) Roadmap.

EVOLVE sets a bold agenda and reflects our ambition to lead in industry-connected, learner-centred education to deliver real-world impact. The EVOLVE Roadmap will contribute to the overarching vision of RMIT's Knowledge With Action Strategy and will support collaboration with stakeholders across colleges and portfolios while also maintaining a distinct VE focus to ensure we can shape the university's future as a connected and future-facing vocational institution.

Our five Roadmap actions are:

- Offer transformative education experiences to all students
- Connect across RMIT and industry for applied research
- Respond at pace and scale to industry, government and communities
- Grow our impact as the leading multi-sector provider in our region
- Invest in our people and organisational enablers to support our success

Position Summary

The Manager, Product Lifecycle is responsible for developing product strategy and managing the end-to-end lifecycle of Non-Award offerings. The role oversees the Non-Award product suite, using market, industry and learner insights to shape new and existing products, and provides evidence-based advice to College Executives and Senior Management. It plays a key role in portfolio planning, new product

development and continuous improvement, ensuring Non-Award offerings are coherent, sustainable and aligned with RMIT and College strategic priorities.

This role is being established as a fixed-term position to deliver a defined project that is critical to the successful set-up of the new business unit within the College of Vocational Education. The fixed-term arrangement enables the function to be established, stabilised and evaluated while we test future growth opportunities and the ongoing viability of this operating model.

Key Accountabilities

- Lead the development and management of the Non-Award product strategy and portfolio, ensuring offerings are aligned with College priorities, market demand and industry needs.
- Oversee the product lifecycle for Non-Award offerings (concept, design, approval, launch, review, refresh/retirement), working closely with the Associate Director Non-Award Programs and College and university stakeholders.
- Review and analyse the Non-Award product suite, using data, market intelligence and stakeholder feedback to identify gaps, opportunities, risks and priorities for new or improved offerings.
- Develop and maintain product performance measures and reports (e.g. enrolments, margins, learner and client satisfaction, employer impact), and use insights to inform portfolio decisions and continuous improvement.
- Monitor financial performance and identify opportunities for operational efficiencies and service optimisation.
- Lead collaborative design and enhancement of Non-Award products with internal stakeholders and industry partners, ensuring offerings are industry-connected, learner-centred and compliant with relevant frameworks and RMIT policies.
- Manage budget and financial resources effectively, ensuring responsible use of resources and delivery within approved budgets.
- Provide high-quality, strategic advice to College Executives and Senior Management on Non-Award product positioning, pricing, viability and investment, supporting evidence-based decision-making.
- Ensure compliance with University policies, regulatory obligations, contractual commitments and quality assurance requirements through effective governance and risk management.
- Lead, coach and support staff contributing to product lifecycle activities, modelling RMIT's values and Be-Know-Do leadership behaviours, and fostering a culture of innovation and collaboration.
- Model the College leadership capability framework and lead through organisational change while maintaining employee engagement and service excellence.
- Support and implement change initiatives affecting the Non-Award product portfolio (e.g. new models, markets, partnerships), ensuring effective stakeholder engagement and alignment with broader College and University strategies.
- Represent the College on University committees, strategic projects and cross-functional initiatives, influencing policy, service design and organisational capability.

Key Selection Criteria

Essential:

- Demonstrated experience in product management, portfolio management or strategy development in tertiary, VET, non-award/short-course or related education/learning environments.
- Proven ability to use market research, data and performance metrics to inform product decisions, identify opportunities and risks, and drive continuous improvement across a product suite.
- Strong stakeholder engagement and communication skills, with experience working collaboratively across diverse internal and external stakeholders, including industry and employer partners.
- Demonstrated analytical and problem-solving skills, including the ability to balance commercial, educational and strategic considerations in product lifecycle decisions.
- Experience leading or coordinating cross-functional teams or projects, fostering an inclusive, collaborative and high-performance culture aligned to organisational values.
- High level of digital literacy, including experience with CRM, enrolment, learning or product management systems, and advanced Microsoft Office skills.

Desirable

- Experience specifically in non-award, short-course or workforce training product development and management.
- Knowledge of relevant regulatory, funding and quality assurance frameworks for vocational or non-award education, and their implications for product design and viability.
- Experience working with industry clients to co-design learning solutions or tailor product offerings to workforce needs.
- Experience in applying service design, product management or continuous improvement methodologies to education products or services.

Qualifications

Relevant tertiary qualification and relevant operational leadership experience in a tertiary education environment.

Working with Children Check

Appointment to this position is subject to holding a valid Victorian Working with Children Check and other checks as required by the specific role. Maintaining a valid Working With Children Check is a condition of employment at RMIT.