

Head of Education & Innovation Position Description

Position Title: Head of Education and Innovation
Reporting To: General Manager, Education and Services Growth
Direct Reports: Manages a small team of employees and contractors
Internal Stakeholders: Works closely with executive, education, marketing, technology, and other service-based teams.
External Stakeholders: Clients from government, private enterprise, and non-for-profit.
Full-Time Equivalent: 1.0 FTE

About GPEX

At GPEX, we believe that primary health care must be reimaged to address Australia’s emerging healthcare challenges. Our work is driven by a simple but powerful belief: that primary care professionals have the potential to create meaningful change, and it’s our job to help unlock that potential. We are amidst a major and exciting transformation, blending 20 years of experience with the energy and innovation of a start-up.

Our goal is to empower primary healthcare professionals at every stage—from students to system innovators. We are redefining study preparation and CPD (Continuing Professional Development) by creating pathways and credentials that build real capability. We connect primary care, urgent care, and hospitals, driving meaningful change through innovative models of care supported by our unique educational foundation. Armed with cutting-edge skills and data-driven insights from our workforce planning and evaluation capabilities, we are paving the way to a stronger, more resilient healthcare system in Australia.

GPEX Values



Excellence
we aspire to excellence



Innovation
we continually seek better ways



Integrity
we act with ethics and own our actions



Collaboration
we unite to deliver on our purpose

Position Purpose

This dynamic and strategic role is pivotal in transforming GPEX’s medical education offerings into adaptable and scalable learning experiences for healthcare professionals. The role will spearhead the development of an innovative educational framework and robust quality assurance processes, setting a new standard for how healthcare professionals engage with stackable learning across various modalities. As the leader of this

initiative, you will oversee the creation and delivery of cutting-edge business-to-business (B2B) and business to consumer (B2C) test preparation products, micro-credentialing programs, and stackable educational offerings within a commercial environment.

This role requires a strategic approach to crafting effective product pricing strategies, managing budgets and resources, and ensuring seamless project execution. Collaboration with cross-functional teams and subject matter experts is essential to align educational products with Australian Medical Association (AMA) frameworks, relevant CPD accreditation standards, and to develop pathways into the Australian Qualifications Framework (AQF). In addition, you will engage directly with clients and end-users to understand their needs, developing creative educational solutions that emphasise capability building, competency enhancement, and measurable behaviour change.

While the role demands strategic oversight, it equally involves hands-on engagement. You will be directly involved in the development of educational experiences, ensuring they meet the highest standards of quality and effectiveness. This dual approach ensures that the initiatives you lead are not only innovative but also grounded in practical excellence.

Key Responsibilities

Leadership & Strategic Direction	<ul style="list-style-type: none"> Identify and respond to opportunities to improve learning, competency, and learner experience through pedagogical innovation. Drive the development and implementation of new exam preparation products, ensuring alignment with market demands and educational standards. Lead the design, development, and evaluation of micro-credentialing and stackable education products, positioning GPEX as a leader in the medical education sector.
Commercial & Financial Management	<ul style="list-style-type: none"> Manage budgets, resources, and project timelines to ensure the successful delivery of educational products and initiatives. Develop documentation and quotes for proposals, product training and deliverables of new products and support the implementation of the product roadmap. Assist with and contribute to tenders and grants responses. Develop and advise on pricing strategies and revenue models for new and existing education products and services. Monitor and report on the financial performance of educational products, with a focus on increasing profitability, forecasting accuracy, and achieving financial sustainability.
Innovative Product Development	<ul style="list-style-type: none"> Conduct curriculum mapping, create program outlines, and define program and course learning outcomes in collaboration with subject matter experts. Work with learning and Work Integrated Learning (WIL) designers to utilise established design and development models for instructional design and delivery. Design instructional delivery patterns that align with program rules, curriculum architecture, and design frameworks.

Client Engagement	<ul style="list-style-type: none"> Actively participate in account management, client engagement, and business development to grow GPEX’s market presence and revenue streams. Foster strong relationships with key clients and stakeholders, ensuring alignment with their needs and expectations.
Team Management	<ul style="list-style-type: none"> Lead and manage a team of medical educators, learning designers and program coordinators, ensuring the delivery of high-quality education products. Develop and manage a high-quality contractor panel of medical educators, specialist facilitators and educators who can deliver emergent and bespoke education needs. Ensure the team is aligned with GPEX’s strategic goals and capable of delivering innovative education solutions.
Quality Assurance & Customer Experience:	<ul style="list-style-type: none"> Develop and implement an education framework and robust quality assurance processes to maintain the highest standards in educational content and delivery. Continuously evaluate the effectiveness of education programs and make data-driven improvements to enhance outcomes.

Key Capabilities



Qualifications and Experience:

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Approval: Chief Executive Officer
Responsibility: Business Operations



- Relevant qualifications in education, professional development, healthcare, or a related field.
- Extensive experience in educational design, development and leadership, particularly in the development of exam preparation products, online education, professional development and micro-credentialing.
- Proven track record of both quality assurance and innovation in educational product development and delivery.
- Experience in client engagement, business development, and managing budgets within a commercial environment.
- Extensive project management capability and expertise leading large projects with complex stakeholders and end user requirements.
- Familiarity with AMA, CPD accreditation standards, and the Australian Qualifications Framework or working within similar education frameworks.

Work Conditions:

- Full-time position with some flexibility in working hours to accommodate client and team needs.
- Some travel may be required for client meetings and conferences.