Asialink
Chancellery International

Marketing Activation Manager

POSITION NO 0061791
CLASSIFICATION UOM 9 - $139,693 - $145,339 per annum (pro rata for part time)
SUPERANNUATION Employer contribution of 17%
WORKING HOURS Full Time (1.0 FTE)
EMPLOYMENT TYPE Fixed-term position
OTHER BENEFITS https://about.unimelb.edu.au/careers/staff-benefits
HOW TO APPLY Online applications are preferred. Go to http://about.unimelb.edu.au/careers, select ‘Current Opportunities’, then find the position by title or number.

CONTACT FOR ENQUIRIES ONLY
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Please do not send your application to this contact

For information about working for the University of Melbourne, visit our websites: about.unimelb.edu.au/careers
Acknowledgement of Country

The University of Melbourne acknowledges the Traditional Owners of the unceded land on which we work, learn and live: the Wurundjeri Woi Wurrung and Bunurong peoples (Burnley, Fishermans Bend, Parkville, Southbank and Werribee campuses), the Yorta Yorta Nation (Dookie and Shepparton campuses), and the Dja Dja Wurrung people (Creswick campus).

The University also acknowledges and is grateful to the Traditional Owners, Elders and Knowledge Holders of all Indigenous nations and clans who have been instrumental in our reconciliation journey.

We recognise the unique place held by Aboriginal and Torres Strait Islander peoples as the original owners and custodians of the lands and waterways across the Australian continent, with histories of continuous connection dating back more than 60,000 years. We also acknowledge their enduring cultural practices of caring for Country.

We pay respect to Elders past, present and future, and acknowledge the importance of Indigenous knowledge in the Academy. As a community of researchers, teachers, professional staff and students we are privileged to work and learn every day with Indigenous colleagues and partners.

Position Summary

As the National Centre for Asia Capability, Asialink Business has helped thousands of Australian organisations and professionals seize opportunities in Asia. Asialink Business offers commercially focused solutions. We enable organisations to optimise their business with Asia by providing customised country, market and industry-specific support. Asialink Business is supported by the Department of Industry, Science and Resources. It is part of the Asialink Group hosted by the University of Melbourne.

The role of the Marketing Activation Manager is to elevate the profile of Asialink Business’ products and programs, driving expansion with key audiences. The role is responsible for undertaking market research, creating integrated campaigns, producing sales materials and collaterals, and contributing to branding, digital marketing, web and social media.

A key focus of the role is collaborating with industry partners to develop joint marketing strategies that boost adoption and drive uptake of Asialink Business programs among their members. Partner organisations include government trade agencies, peak bodies, industry groups, and business chambers. The Manager will ensure the success of activation initiatives and deliver measurable improvements in brand awareness, engagement, use of products and services, and income generation.

The Marketing Activation Manager will join the Partnerships, Marketing and Communications team reporting to the Associate Director, Strategic Growth and working closely with other members of the Asialink Business Leadership Team.

Key Responsibilities

- Develop, maintain, and execute the marketing strategy for Asialink Business to align with the business plan.
- Collaborate with cross-functional teams to plan and execute the implementation of multi-channel campaigns to generate demand for Asialink Business products and service offerings.
• Develop comprehensive activation plans with a strong emphasis on leveraging industry partner channels, joint marketing strategies, and digital marketing channels for audience acquisition.

• Create distinct written and visual content that engages audiences and stakeholders including video, multimedia, and digital assets.

• Oversee the design, production, and dissemination of marketing collateral to support business development and other income-generating activities.

• Oversee the development and management of Asialink Business’ multiple audience facing digital channels with a focus on engaging with new audience segments.

• Utilise digital analytics tools to gain insights into the behaviours and preferences of new audience segments.

1. Selection Criteria

1.1 ESSENTIAL

• Marketing experience in a similar role preferably within a B2B services environment, developing and implementing strategic marketing programs to reach a broad variety of audiences, including business, government, peak bodies, and universities.

• Demonstrated hands-on experience with designing and executing effective B2B and digital marketing campaigns, growing and engaging with audiences through multiple channels.

• In-depth knowledge of digital marketing trends, platforms, and best practices, with proficiency in digital analytics tools and data-driven decision-making.

• Expertise in integrated content development and execution strategies, including writing/editing/publishing for websites and social media channels, such as LinkedIn.

• Demonstrated strong ability to proactively consult with internal stakeholders, understand their needs and develop best practice strategies that strengthen and grow the audience reach and brand allegiance.

• Excellent track record in executing complex projects, well-developed project/campaign management skills, including managing small teams and suppliers.

• Knowledge of Asialink Business’ stakeholder networks.

1.2 DESIRABLE

• Other marketing skills such as video production, project management and management of production processes for digital communications assets.

• An understanding of Asia business, trade, investment, and economic issues.

2. Special Requirements

• Work outside of normal business hours is required for specific functions, including occasional interstate travel.
3. **Job Complexity, Skills, Knowledge**

3.1 **LEVEL OF SUPERVISION / INDEPENDENCE**

The Marketing Activation Manager will work with broad direction from the Associate Director, Strategic Growth, and collegiality with other direct reports to the CEO in developing the strategy. In implementing the strategy, the incumbent is expected to work with a high level of independence and be self-motivated, and is expected to prioritise workloads and plan ahead. This position will have the discretion to innovate within their function and is required to take responsibility for outcomes.

3.2 **PROBLEM SOLVING AND JUDGEMENT**

The Marketing Activation Manager is expected to exercise sound judgment, strong problem solving and analytical skills as well as initiative in the implementation of the projects and campaigns for which they are responsible. Interpersonal skills of the highest order are required in this role. The capacity to collaborate to a high degree with staff, clients and key stakeholders in a range of areas will be required at all times.

3.3 **PROFESSIONAL AND ORGANISATIONAL KNOWLEDGE**

The Marketing Activation Manager is expected to have an excellent working understanding of marketing trends, strategy, tools and tactics to deliver agreed targets. Exceptional organisational skills and a high degree of competence in a range of digital tools and applications are essential.

3.4 **RESOURCE MANAGEMENT**

The role will lead small teams and multiple contractor resources. The position will work closely with the Associate Director, Strategic Growth to set goals for the project team, undertake periodic reviews and ensure performance review processes are aligned with policies and timelines. The individual will also build a team culture centred around values, wellbeing and performance.

3.5 **BREADTH OF THE POSITION**

With direction from the Associate Director, Strategic Growth, the position covers an extensive range of project/task management activities that involve close liaison with the Asialink Business Executive and staff, Asialink group stakeholders and leading stakeholders from business, government, industry and the media. This is an influential position that impacts the status and reputation of Asialink, Asialink Business and the University of Melbourne within both the University community and the external environment.

4. **Equal Opportunity, Diversity and Inclusion**

The University is an equal opportunity employer and is committed to providing a workplace free from all forms of unlawful discrimination, harassment, bullying, vilification and victimisation. The University makes decisions on employment, promotion and reward based on merit.
The University is committed to all aspects of equal opportunity, diversity and inclusion in the workplace and to providing all staff, students, contractors, honorary appointees, volunteers and visitors with a safe, respectful and rewarding environment free from all forms of unlawful discrimination, harassment, vilification and victimisation. This commitment is set out in the Advancing Melbourne strategy that addresses diversity and inclusion, equal employment opportunity, discrimination, sexual harassment, bullying and appropriate workplace behaviour. All staff are required to comply with all University policies.

The University values diversity because we recognise that the differences in our people’s age, race, ethnicity, culture, gender, nationality, sexual orientation, physical ability and background bring richness to our work environment. Consequently, the People Strategy sets out the strategic aim to drive diversity and inclusion across the University to create an environment where the compounding benefits of a diverse workforce are recognised as vital in our continuous desire to strive for excellence and reach the targets of Advancing Melbourne.

5. **Occupational Health and Safety (OHS)**

All staff are required to take reasonable care for their own health and safety and that of other personnel who may be affected by their conduct.

OHS responsibilities applicable to positions are published at:

http://safety.unimelb.edu.au/people/community/responsibilities-of-personnel

These include general staff responsibilities and those additional responsibilities that apply for Managers and Supervisors and other Personnel.

6. **Other Information**

6.1 **ORGANISATION UNIT**


Asialink Business is a key program area of Asialink, Australia’s premier body promoting Australia-Asia engagement. Asialink Business was established with a mandate from the Australian Government to help create an Asia capable workforce in Australia and works closely with the other program areas of Arts, Diplomacy, and Education under the Asialink Group banner. Asialink is a partnership with the University of Melbourne and operates under the portfolio of Chancellery International.

6.2 **THE UNIVERSITY OF MELBOURNE**

Established in 1853, the University of Melbourne is a leading international university with a tradition of excellence in teaching and research. The main campus in Parkville is recognised as the hub of Australia’s premier knowledge precinct comprising eight hospitals, many leading research institutes and a wide-range of knowledge-based industries. With outstanding performance in international rankings, the University is at the forefront of higher education in the Asia-Pacific region and the world.
The University employs people of outstanding calibre and offers a unique environment where staff are valued and rewarded.

Further information about working at The University of Melbourne is available at http://about.unimelb.edu.au/careers

6.3 ADVANCING MELBOURNE

The University’s strategic direction is grounded in its purpose. While its expression may change, our purpose is enduring: to benefit society through the transformative impact of education and research. Together, the vision and purpose inform the focus and scale of our aspirations for the coming decade.

Advancing Melbourne reflects the University’s commitment to its people, its place, and its partners. Our aspiration for 2030 is to be known as a world-leading and globally connected Australian university, with our students at the heart of everything we do.

- We will offer students a distinctive and outstanding education and experience, preparing them for success as leaders, change agents and global citizens.
- We will be recognised locally and globally for our leadership on matters of national and global importance, through outstanding research and scholarship and a commitment to collaboration.
- We will be empowered by our sense of place and connections with communities. We will take opportunities to advance both the University and the City of Melbourne in close collaboration and synergy.
- We will deliver this through building a brilliant, diverse and vibrant University community, with strong connections to those we serve.

The means for achieving these goals include the development of the University of Melbourne’s academic and professional staff and the capabilities needed to support a modern, world-class university. Those means require a commitment to ongoing financial sustainability and an ambitious infrastructure program which will reshape the campus and our contribution to the communities we engage with. This strategy, and the priorities proposed, is centred around five intersecting themes; place, community, education, discovery and global.

6.4 GOVERNANCE

The Vice Chancellor is the Chief Executive Officer of the University and responsible to Council for the good management of the University.

Comprehensive information about the University of Melbourne and its governance structure is available at https://about.unimelb.edu.au/strategy/governance