



POSITION DESCRIPTION

Communications and Marketing
Chancellery

Marketing Specialist, Faculty Marketing (Science)

POSITION NO	0052628
CLASSIFICATION	UOM 8
SALARY	\$119,742 - \$129,607 per annum (pro rata for part-time)
SUPERANNUATION	Employer contribution of 17%
WORKING HOURS	Full-time (1 FTE)
BASIS OF EMPLOYMENT	12-14 months fixed term
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 the relevant option ('Current Opportunities' or 'Jobs available to current staff'), then find the position by title or number.
CONTACT FOR ENQUIRIES ONLY	Lisa Thorpe lisa.thorpe@unimelb.edu.au <i>Please do not send your application to these contacts</i>

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

Position Summary

The Marketing Specialist will provide Faculty leaders with strategic marketing specialist advice and drive the implementation of marketing communications initiatives in support of Faculty cluster objectives.

This will be achieved through the development and implementation of marketing and engagement activities in collaboration with UC&M campaign and segment marketing communication teams to support Faculty audience advocacy, acquisition and retention objectives (spanning students, alumni and research/industry).

Reporting to the Marketing Manager and working closely with key Faculty stakeholders, this position will also support the delivery of Faculty content and communications, including analysis and evaluation of marketing communications activity and ongoing optimisation of marketing communications programs.

1. Key Responsibilities

- ▶ Working with the Marketing Manager, promote and differentiate Faculty offers and programs. Craft and execute marketing campaigns and plans for Faculty products and priorities, and develop, launch and refresh value propositions across product suite.
- ▶ Work with UC&M campaign and segment engagement teams to develop and inform marketing strategy and highly effective campaigns to support acquisition, engagement and retention objectives.
- ▶ Monitor and evaluate performance and success of Faculty marketing activity and campaigns to improve existing initiatives and inform design of future programs.
- ▶ Manage complex channel deliverables for marketing communications activity to support student recruitment, alumni engagement, research/industry engagement and Faculty community building.
- ▶ Develop and source Faculty content for use across range of channels, including paid campaign platforms, eDMs, events, publications, web, social and student communications. Ideate and create (or project manage creation of) engaging content to suit channel and audience needs and achieve business goals.
- ▶ Collaborate on and coordinate delivery of an annual calendar of Faculty marketing communications initiatives.
- ▶ Undertake research and benchmarking activities to identify and analyse new or emerging marketing opportunities and provide recommendations to improve strategic outcomes.
- ▶ Project manage market research activity, and collation, analysis and synthesis of market data and insights.
- ▶ Develop and maintain strong working relationships with key stakeholders across the University and with external suppliers.
- ▶ Proactively manage assigned marketing budgets.

2. Selection Criteria

2.1 ESSENTIAL

- ▶ Demonstrated work experience within relevant marketing and communications field and tertiary qualification in marketing, communications, finance, business or a related discipline or an equivalent combination of relevant experience and education/training.
- ▶ Demonstrated successful delivery of marketing communications activities including marketing campaigns within a large and complex organisation.
- ▶ 5+ years' experience in integrated marketing communications, content development and execution, including digital media platforms
- ▶ Considerable experience in complex decision making requiring high levels of expertise and judgement.
- ▶ Strong focus and demonstrated track record in delivering exceptional client service.
- ▶ Proven ability to build, establish and maintain relationships and manage multiple stakeholders.
- ▶ Strong written and verbal communication skills.
- ▶ Proven agile and nimble approach to work
- ▶ Ability to work in a collaborative, rapidly changing and agile environment, to use creative thinking to challenge the status quo to deliver to effective business outcomes.
- ▶ Works to a high ethical standard, ensuring professionalism and confidentiality at all times.

2.2 DESIRABLE

- ▶ Experience in devising and implementing marketing campaigns and assessing their effectiveness.
- ▶ Experience in working with creative and media agencies, briefing in work and adjusting activity in response to market results.
- ▶ Proven ability to understand the portfolio and University priorities and work with and manage ambiguity and make strategic decisions in the best interests of the institution.
- ▶ Proactive inclination and aptitude to take initiative.
- ▶ Proven ability to provide advice and suggest appropriate risk-based approaches to direct resources in the most appropriate way to add value for the University and to proactively agree how low risk and low strategic value work can be otherwise addressed with tools or other solutions.

3. Job Complexity, Skills, Knowledge

3.1 LEVEL OF SUPERVISION / INDEPENDENCE

The incumbent works under the broad direction of the Marketing Manager. The position exercises a high level of independence and requires sound judgment in carrying out its responsibilities. The role will collaborate closely with other colleagues across the University.

3.2 PROBLEM SOLVING AND JUDGEMENT

The incumbent will be required to exercise independent judgment in prioritising and focusing their work to ensure positive outcomes. The position also requires high level of problem solving and influencing skills and will be required to communicate with a wide range of stakeholders, including both academic and professional staff.

3.3 PROFESSIONAL AND ORGANISATIONAL KNOWLEDGE

The incumbent is required to develop a sound knowledge of the University's strategic directions to successfully delivery marketing communications.

3.4 RESOURCE MANAGEMENT

No direct reports

3.5 BREADTH OF THE POSITION

The incumbent will be required to liaise across the University, as well as with external stakeholders. High-level relationship building and public engagement capacity is essential, as is the delivery of sophisticated marketing communication strategies.

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 on the basis of 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:

<https://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 ADVANCEMENT, COMMUNICATIONS AND MARKETING

This position sits within the **Communications and Marketing** team under the Advancement, Communications and Marketing function of the University, led by the Vice-President (Advancement, Communications and Marketing). Advancement works with colleagues across the University and its affiliates to facilitate mutually beneficial relationships between the University and its alumni, friends and benefactors. **Communications and Marketing** formulates and leads strategies in support of the University of Melbourne's overarching strategic plan, [Advancing Melbourne](#).

The team's role is to:

- Develop and amplify institutional voice, influence and reputation
- Build the University's strategic communication and marketing frameworks around our narrative attributes – boldness; creativity; scale; and impact
- Record all philanthropic donations made to the University
- Lead on donor stewardship
- Manage engagement and communications relating to alum and benefactors
- Maintain the Alumni and Giving website and all alum-related social media accounts
- Lead relevant activities relating to the [Advancing Melbourne](#) strategy.

Communications and Marketing formulates and leads strategies in support of the University of Melbourne's overarching strategic plan, [Advancing Melbourne](#). It fosters a culture of best practice and collaboration across the University's marketing functions and uses marketing insights to inform decision-making across the University.

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>