

POSITION DESCRIPTION

Student and Scholarly Services
Chief Operating Officer Portfolio

Marketing and Recruitment Coordinator

POSITION NO	0058292
CLASSIFICATION	UOM 6
SALARY	\$92,749 - \$100,397 per annum (pro rata for part-time)
SUPERANNUATION	Employer contribution of 17%
WORKING HOURS	Full-time (1 FTE)
BASIS OF EMPLOYMENT	Continuing
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	Thi Nguyen Email at.nguyen@unimelb.edu.au <i>Please do not send your application to this contact</i>

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

Position Summary

Reporting to the Marketing Specialist, the Marketing and Recruitment Coordinator is responsible for supporting the development and delivery of strategic marketing communication initiatives as part of the University's Marketing and Occupancy plan for the University Colleges and Residential Life portfolio.

This role generates highly engaging content across multiple mediums and paid and owned platforms, employing high-level storytelling techniques to bring the Accommodation value proposition and student experience to life.

The Marketing and Recruitment Coordinator will support the University's recruitment agenda by sourcing, producing, collating, re-purposing, and distributing marketing and communication material that attracts, engages, and informs prospective international and domestic students.

This position is responsible for coordinating integrated content planning and production, including liaison with external vendors and internal stakeholders.

The role will also coordinate activities and events to increase awareness of University Accommodation options, which includes attendance and presentations at key recruitment events.

The role will also deliver project management tasks including timelines, tracking of project activities and deliverables, reporting, and other project management and administrative tasks as required.

The Marketing and Recruitment Coordinator will work closely with Global Brand Marketing teams, the University's Residential Life team and external contractors to identify priorities, plan and deliver integrated activities that align to strategic goals.

1. Key Responsibilities

- Identify, source, and produce engaging key recruitment collateral, marketing content, and campaign assets for use across publications, web, and email channels on time, and to budget.
- Provide strong creative input, administrative coordination, and planning skills across activities including, but not limited to, the development of product, category, and campaign-specific marketing communications materials both printed and online, photography and video content, digital applications, and automated EDM journeys.
- Work with colleagues and key stakeholders to determine key messages and audiences for communications and adapt tone and messaging accordingly.
- Support with the ideation, research, and development of key pieces of editorial content to support the promotion of the University Accommodation.
- Coordinate, liaise, film, and interview talent where required in the development of content pieces.
- Provide strategic and delivery support to local events at the residences and recruitment events.
- Assist with campaign research activities and collation, including analysis and synthesis of creative and content performance data and insights to improve future campaigns.

- Support continued innovation of the marketing strategy through the contribution of insights, data and experience to shape the University's strategic direction across student recruitment and student experience.
- Develop and demonstrate effective stakeholder management skills.
- Delivery of project management tasks including timelines, tracking of project activities and deliverables, reporting, and other project management and administrative tasks as required.

2. Selection Criteria

2.1 ESSENTIAL

- Some work experience within relevant marketing and communications field and tertiary qualification in marketing, communications, public relations, business or a related discipline or an equivalent combination of relevant experience and education/training.
- Demonstrated experience supporting the implementation and delivery of integrated marketing and communications initiatives.
- Demonstrated experience with producing various campaign creative assets and content for various publication channels.
- Recruit, utilise and reward Accommodation ambassadors in marketing activities and events.
- Excellent track record in executing projects
- Strong written and verbal communication skills.
- Proactive inclination and aptitude to take initiative.
- Experience in stakeholder engagement and reputation management.
- Able to operate with independence in an ambiguous, rapidly changing operating environment.
- 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.
- Proven ability to build, establish and maintain relationships and manage multiple stakeholders.
- Works to a high ethical standard, ensuring professionalism and confidentiality at all times.

2.2 DESIRABLE

- Proven ability to understand University priorities and work with and manage ambiguity and make strategic decisions in the best interests of the institution.
- Understanding of higher education and student accommodation.

3. Job Complexity, Skills, Knowledge

3.1 LEVEL OF SUPERVISION / INDEPENDENCE

This role works under the general direction of the Marketing Specialist, Accommodation.

The position is expected to be a self-starter with excellent organisation skills and the ability to balance priorities and competing demands in a fast-paced, dynamic environment.

3.2 PROBLEM SOLVING AND JUDGEMENT

The role is required to problem solve on a daily basis, managing priority tasks, and asserting judgement in relation to the escalation of any issues that may arise.

They will be required to anticipate and resolve issues and exercise sound judgement in developing communication activities, working with team members and colleagues, including senior 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 CHIEF OPERATING OFFICER PORTFOLIO

The Chief Operating Officer (COO) Portfolio enables quality outcomes for students, staff and partners by delivering University-wide services and operational support to meet the organisation's evolving needs and strategic goals. The portfolio also works in partnership with teams across the University to drive innovation, transformation and improved performance, within and across functions. It is responsible for functions relating to the University's finances, property, technology, legal and risk management, student and academic support, research and innovation services, operational performance, business services and sustainability.

This portfolio is comprised of seven sub-portfolios:

- Business Services
- Chief Finance Officer Group
- Legal and Risk
- Office of the COO
- Operational Performance Group
- Research, Innovation and Commercialisation
- Student and Scholarly Services

6.2 STUDENT AND SCHOLARLY SERVICES

Student and Scholarly Services provides student administration and services from recruitment and point of enquiry to graduation. This team also delivers wellbeing and scholarly services to students and staff.

6.3 UNIVERSITY COLLEGES AND RESIDENTIAL LIFE PORTFOLIO

The University Colleges and Residential Life portfolio is a newly created portfolio in Student and Scholarly Services that brings together all University-owned residential accommodation, including colleges, halls and accommodation facilities. This includes International House, Medley Hall, Lisa Belleair House, Little Hall, the University Apartments and the Lofts at Melbourne Connect, as well as functions in the former Student Accommodation Unit.

The University Colleges and Residential Life portfolio is responsible for delivering a high-quality student and residential experience that supports students to thrive while living on campus, by creating and maintaining a community of scholars with a strong sense of belonging and connectedness to their

peers and the University as a whole. The University Colleges and Residential Life program is designed to holistically support student wellbeing, social connectedness, career readiness, academic success and civic responsibility, tailored to each cohort's needs and in line with the University's wider strategic objectives to enhance the student experience.

The portfolio also manages the operations of our student residences, encompassing marketing and recruitment, residential admissions and selection, finance, facilities, third-party supplier and contract management, Advancement and alumni management, and systems administration and reporting. Third-party contracted services are provided by UniLodge and Downer Group.

6.4 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>

6.5 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.

6.6 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>