

# Position Description



Position title:	Manager, Brand Marketing
School/Directorate/VCO:	Marketing, Chief Operating Office
Campus:	Ballarat or Berwick Campus. Travel to other Victorian campuses will be required.
Classification:	Within the HEW Level 9 range
Time fraction:	Full-time
Employment mode:	Continuing appointment
Probationary period:	This appointment is offered subject to the successful completion of a probationary period.
Further information from:	Liz Quinn, Director, Marketing Telephone: (03) 5327 6351 E-mail: e.quinn@federation.edu.au
Recruitment number:	850851

## Background

At Federation University, we are driven to make a real difference to the lives of every student, and to the communities we serve.

We are one of Australia's oldest universities, known today for our modern approach to teaching and learning. For 150 years, we have been reaching out to new communities, steadily building a generation of independent thinkers united in the knowledge that they are greater together.

Across our university and TAFE campuses in Ballarat, Berwick, Brisbane, Gippsland, and the Wimmera, we deliver world-class education and facilities. With the largest network of campuses across Victoria, as well as a growing Brisbane base, we are uniquely positioned to provide pathways from vocational education and skills training at Federation TAFE through to higher education.

## Portfolio

With a strong focus on raising the profile of Federation University, we develop and implement integrated marketing campaigns to engage a cross-section of audiences in the market - from prospective students and alumni to global researchers. Our aim is to support Federation University, a modern, progressive university, in transforming lives and enhancing communities. Marketing collaborates with stakeholders to build brand awareness, sharing research results, student and alumni successes.

### Position summary

The Manager, Brand Marketing will be required to lead and manage the further development and implementation of the branding strategy including the marketing and promotions strategies for the University. The Manager, Brand Marketing will lead and manage the brand marketing team and oversee a range of marketing projects and initiatives with significant budgets including sponsorships, and online and offline advertising.

Reporting to the Director, Marketing, this position leads a team whose objective is to develop and implement the brand strategy and marketing plan to increase the awareness and perceptions of Federation University.

The Manager, Brand Marketing will require the flexibility to work out of hours on some occasions, including travel to other campuses of the University when required.

### Key responsibilities

1. Lead, manage, and develop the implementation of branding, marketing, and promotional strategies for the University, ensuring alignment with the Federation University Strategic Plan 2021 – 2025, marketing plan, annual priorities and other requirements.
2. Lead the brand marketing team to drive the development of the Federation University brand awareness and perceptions locally, nationally and internationally in a new age of education.
3. Lead develop and implement the annual brand research project that monitors the brand perceptions for Federation University at each of the main University campuses.
4. Research and analyse domestic and international market share information, inclusive of voice and brand positioning trends, and provide recommendations on findings.
5. Provide detailed reports to Director, Marketing and senior leaders with the objective of analysing markets and identification of strategies to address any opportunities or enhance strengths.
6. Provide strategic support and advice to senior University leadership on strategic brand development and implementation, including the development of branding for University services such as FedLiving, Uni Sports; Student HQ and Alumni.
7. Lead and oversee the change required to implement a range of marketing projects and initiatives, such as campaigns, online and offline advertising, presentations and open days.
8. Manage the brand marketing budget and ensure the expenditure is compliant with University policy, procedures and processes.
9. Significantly contribute to the strategic marketing plan for the University and provide strategic brand marketing advice and assistance to secure external support for key University activities.
10. Build relationships with relevant internal and external networks in order to be responsive to changes in market forces that impact on the University brand and student attraction.
11. Develop business intelligence and keep informed of brand marketing trends and be responsive to changes in the market that relates to the tertiary education sector.
12. Reflect and embed the University's strategic purpose, priorities and goals when exercising the responsibilities of this position.
13. Undertake the responsibilities of the position adhering to:
14. The Staff and Child Safe Codes of Conduct and Conflict of Interest Policy and Procedure;
  - Equal Opportunity and anti-discrimination legislation and requirements;
  - the requirements for the inclusion of people with disabilities in work and study;
  - Occupational Health and Safety (OH&S) legislation and requirements; and
  - Public Records Office of Victoria (PROV) legislation.

### **Level of supervision and responsibility**

The Manager, Brand Marketing reports to the Director, Marketing. The position operates with a considerable degree of autonomy providing leadership to the Brand Marketing team including setting team objectives with measurable performance outcomes.

The Manager, Brand Marketing will be required to provide strategic support to the University community and demands the ability for complex problem solving, analysis of data, receiving and utilising feedback from stakeholders and directing the strategies on behalf of the University.

The Manager, Brand Marketing is required to identify issues, challenges and recommend solutions to ensure the University meets its strategic branding and student recruitment goals.

The incumbent will be the expert in brand marketing within the University, and will provide strategic advice regarding the University's profile and positioning in current and future local, national and international markets.

The incumbent will provide high quality advice, recommend, and write policy and procedures, to enable the strategic priorities of the University.

### **Training and qualifications**

A relevant post-graduate qualification and extensive management experience in Marketing; or extensive management experience and proven business management expertise; or an equivalent combination of relevant experience and/or education/training.

All University positions delivering education and/or services to children (a child for this purpose is considered to be someone below the age of 18 years) must hold a valid Working With Children Check (WWCC)

### **Position and Organisational relationships**

The Manager, Brand Marketing is expected to develop strong working relationships within the Marketing directorate, along with the establishment and maintenance of relationships with a number of Schools, services and other functional areas of the University.

The Manager, Brand Marketing is also expected to develop positive relationships and networks with key external stakeholders from government and non-government agencies within and outside of Australia to understand the technology, branding and recruitment trends as well as changes in policy and the competitive landscape.

### **Key selection criteria**

Applicants must demonstrate they are able to undertake the inherent responsibilities of the position as contained in the position description and are able to meet the following Key Selection Criteria:

1. A relevant post-graduate qualification and extensive management experience in Marketing; or extensive management experience and proven business management expertise; or an equivalent combination of relevant experience and/or education/training.
2. Demonstrated experience through a record of achievement and success in a brand marketing role.
3. Demonstrated experience in the development, implementation and evaluation of brand marketing and/or business plans.
4. Research and analytical skills with the ability to interpret data and trends for strategic planning purposes and the ability to develop and review policies and procedures.
5. Effective collaboration, team building, and staff development experience, that supports achieving targets.
6. Proven ability to introduce, manage and drive change within a service environment, including a track record in developing effective relationships with stakeholders at all levels.
7. Ability to monitor, analyse, and report on financial and marketing data. Including identification of lead indicators and demonstrated ability to work accurately with a high level of attention to detail.
8. Strong interpersonal and verbal communication skills, including demonstrated experience and confidence in public speaking.

9. Demonstrated knowledge or the ability to rapidly acquire, knowledge of the tertiary education sector including University courses, admission requirements, and associated policies and procedures, as well as Australian Government legislation, regulations and procedures applying to the recruitment of domestic students.
10. Demonstrated alignment with the University's commitment to child safety.
11. Demonstrated knowledge and application of appropriate behaviours when engaging with children, including children with a disability and from culturally and/or linguistically diverse backgrounds.
12. Experience in the tertiary education sector is preferred, but not essential.

***The University reserves the right to invite applications and to make no appointment.***

*It is not the intention of the position description to limit the scope or accountabilities of the position but to highlight the most important aspects of the position. The aspects mentioned above may be altered in accordance with the changing requirements of the role.*