## SENIOR MANAGER - MARKETING, RECRUITMENT AND ENGAGEMENT

<table>
<thead>
<tr>
<th>DEPARTMENT/UNIT</th>
<th>Art Design &amp; Architecture Faculty Admin Services</th>
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<tbody>
<tr>
<td>FACULTY/DIVISION</td>
<td>Faculty of Art Design &amp; Architecture</td>
</tr>
<tr>
<td>CLASSIFICATION</td>
<td>HEW Level 9</td>
</tr>
<tr>
<td>DESIGNATED CAMPUS OR LOCATION</td>
<td>Caulfield campus</td>
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### ORGANISATIONAL CONTEXT

There’s a certain feeling you get from working at Monash University. It’s the feeling that you’re a part of something special. Something significant. So if you’re looking for the next chapter in your career, it’s here. You’ll be given the opportunity to challenge yourself, build on your skills, and make a significant contribution to a workplace that’s filled with energetic and inspiring people. Talent thrives here – and so do truly satisfying careers. Discover more at [www.monash.edu](http://www.monash.edu)

The **Faculty of Art, Design and Architecture**: In Melbourne, art, design and architecture are leading influences on the city’s internationally recognised cultural dynamism, exhibited through significant collecting and exhibiting institutions, commercial galleries and innovative cultural production. Within this rich milieu, Monash Art Design and Architecture (MADA) is a vibrant centre of rigorous creative practice, encompassing architecture, design and fine art integrated with traditional scholarship. MADA advocates the essential role of creative practice in quality of life and proposes and develops models for future communities that are culturally enriched and environmentally sustainable. To learn more about MADA, please visit our website: [www.monash.edu/mada](http://www.monash.edu/mada)

### POSITION PURPOSE

The Senior Manager, Marketing, Recruitment & Engagement is an influential role within the Faculty of Art, Design and Architecture (MADA) and provides strategic guidance and operational solutions to the Faculty General Manager and the Dean. A key conduit between the Faculty and the University marketing, recruitment and engagement functions, this role is responsible for shaping MADA’s public profile and is the lynchpin of the broader engagement functions in the Faculty.

The incumbent will be responsible for building brand awareness and esteem in order to achieve the Faculty’s strategic objectives, which include increasing quality student enrolments in accordance with load plans; attracting high quality staff and research partners; and gaining widespread recognition of the MADA brand and achievements. The position works closely with senior university stakeholders and marketing colleagues to develop marketing and communications plans and will work to develop partnerships with government, business and research-based organisations in order to provide return on investment.
With a focus on stakeholder engagement, this role combines broad marketing and communications principles and forward thinking. As a senior member of the Faculty, the Senior Manager, Marketing, Recruitment & Engagement will be required to influence and negotiate at a high level. In addition, this role will work proactively to identify business opportunities in external markets and respond to current trends in an agile way.

**Reporting Line:** The position reports to the Faculty General Manager under broad direction, working with a degree of autonomy

**Supervisory Responsibilities:** The position provides direct supervision to 3 staff members

**Financial Delegation:** Yes, in accordance with the University delegations schedule

**Budgetary Responsibilities:** Yes, in line with Key Responsibilities

### KEY RESPONSIBILITIES

1. Strategically lead and manage the Faculty’s marketing imperative and translate into actionable operational marketing, recruitment and communications plans while connecting back to the marketing and wider university strategy and targets

2. Provision of all-encompassing marketing and communication advice and customised solutions in the Faculty to ensure that the deliverables are measurable and of a high quality

3. Lead workshops with key stakeholders to uncover marketing, student recruitment and communications goals within the Faculty, identify new opportunities and the conception of annual plans

4. Review and analyse data to forecast campaign effectiveness; including the creation and provision of reports to stakeholders on campaign success, potential future activity whilst ensuring that overall activity is in line with the agreed campaign plan, budget and the University’s guidelines

5. Develop and maintain strong partnerships with the relevant business units, functional areas and key senior staff, including provision of expert advice and marketing leadership

6. Lead a work environment of continuous review and improvement of business practices, operational processes and service provision, with a focus on return on investment, sharing ideas and working collaboratively with the other team members to make each project a success across the wider university

7. Identify and take action on trends and market opportunities, using initiative to drive change and develop strategies to adapt to and take advantage of the changing market conditions

8. Lead an develop a highly trained, motivated and efficient team

9. Exercise strong financial management for the business unit/s and projects managed to a value of $50,000

10. Develop and implement reporting and analytic frameworks to measure the effectiveness of communication and marketing strategies, particularly, ensuring they are meeting established Key Performance Indicators and influencing targeted audiences as identified

11. Undertake other duties as delegated by the Faculty General Manager

12. Other duties as directed from time to time

### KEY SELECTION CRITERIA

**Education/Qualifications**

1. The appointee will have:
   • postgraduate qualifications in marketing, business or other relevant discipline and extensive relevant experience; or
   • extensive experience and management expertise; or an equivalent combination of relevant experience and/or education/training
Knowledge and Skills

2. Proven experience in the conception and development of marketing, recruitment and communications strategies and methodologies with an ability to translate a creative vision to an achievable supporting plan within set timeframes and budgets

3. Excellent management and leadership skills with proven ability to partner with clients to deliver operational excellence and marketing and communication solutions and advice at a high level

4. Outstanding research, analytical, digital and evaluation skills, including the demonstrated ability to devise innovative solutions to complex project issues whilst maintaining a continuous focus on service standards

5. Strong financial management experience including managing budgets and preparation of reports

6. Staff management experience with a proven ability to motivate team members to achieve objectives and desired outcomes, particularly with team members who are not direct reports

7. Experience across all marketing sub-disciplines including brand, strategy, digital, content and creative

8. Excellent organisational skills, with a demonstrated ability to plan workloads, prioritise multiple tasks and follow through to completion to meet competing deadlines

9. Superior interpersonal, verbal and written communication skills, including the ability to develop communication on complex issues for a broad range of audiences and deliver engaging presentations

10. Exceptional consulting and high level stakeholder relationship management skills, with the demonstrated ability to provide authoritative advice, influence and negotiate

11. Demonstrated experience in initiating and contributing to the development and implementation of marketing communications strategies, in line with new and emerging needs

OTHER JOB RELATED INFORMATION

- Travel to other campuses of the University may be required
- There may be a requirement to work additional hours from time to time
- There may be peak periods of work during which taking of leave may be restricted
- Current satisfactory Police Records check
- Current satisfactory Working with Children Check

GOVERNANCE

Monash University expects staff to appropriately balance risk and reward in a manner that is sustainable to its long-term future, contribute to a culture of honesty and integrity, and provide an environment that is safe, secure and inclusive. Ensure you are aware of and adhere to University policies relevant to the duties undertaken and the values of the University. This is a standard which the University sees as the benchmark for all of its activities in Australia and internationally.