THE UNIVERSITY OF QUEENSLAND

The University of Queensland (UQ) contributes positively to society by engaging in the creation, preservation, transfer and application of knowledge. UQ helps shape the future by bringing together and developing leaders in their fields to inspire the next generation and to advance ideas that benefit the world. UQ strives for the personal and professional success of its students, staff and alumni. For more than a century, we have educated and worked with outstanding people to deliver knowledge leadership for a better world.

UQ ranks in the world’s top universities, as measured by several key independent ranking, including the Performance Ranking of Scientific Papers for World Universities (43), the US News Best Global Universities Rankings (52), QS World University Rankings (47), Academic Ranking of World Universities (55), and the Times Higher Education World University Rankings (65). UQ again topped the nation in the prestigious Nature Index and our Life Sciences subject field ranking in the Academic Ranking of World Universities was the highest in Australia at 20.

UQ has an outstanding reputation for the quality of its teachers, its educational programs and employment outcomes for its students. Our students remain at the heart of what we do. The UQ experience – the UQ Advantage – is distinguished by a research enriched curriculum, international collaborations, industry engagement and opportunities that nurture and develop future leaders. UQ has a strong focus on teaching excellence, winning more national teaching excellence awards than any other in the country and attracting the majority of Queensland’s highest academic achievers, as well as top interstate and overseas students.

UQ is one of Australia’s Group of Eight, a charter member of edX and a founding member of Universitas 21, an international consortium of leading research-intensive universities.

Our 50,000-plus strong student community includes more than 13,000 postgraduate scholars and more than 12,000 international students from 144 countries, adding to its proud 240,000-plus alumni. The University has about 7,000 academic and professional staff and a $1.8 billion annual operating budget. Its major campuses are at St Lucia, Gatton and Herston, in addition to teaching and research sites around Queensland and Brisbane city. The University has six Faculties and four University-level Institutes. The Institutes, funded by government and industry grants, philanthropy and commercialisation activities, have built scale and focus in research areas in neuroscience, biomolecular and biomedical sciences, sustainable minerals, bioengineering and nanotechnology, as well as social science research.

POSITION DESCRIPTION

Position Title: Marketing and Communications Manager
Organisation Unit: Sustainable Minerals Institute
Position Number: 3041772
Type of Employment: Full time / Part-time, fixed term
Classification: Hew Level 7
UQ has an outstanding track-record in commercialisation of our innovation with major technologies employed across the globe and integral to gross product sales of $11 billion+ (see http://uniquest.com.au/our-track-record).

UQ has a rapidly growing record of attracting philanthropic support for its activities and this will be a strategic focus going forward.

Organisational Environment

One of the UQ's eight research institutes, the Sustainable Minerals Institute (SMI) consists of some 200 staff and postgraduate students covering the areas of mining and geology, mineral processing, environment and rehabilitation, social responsibility, safety and risk, water and unconventional gas. SMI is industry-focused and consequently works with many leading global resources companies and many small-medium enterprises and suppliers. SMI interacts strongly with governments and community. A priority for SMI is the development of talent and providing an environment for successful and rewarding careers.

SMI was founded in 2001 and since its inception has established a reputation as a unique institution for integrated sustainable development research in the resource sector. SMI is a truly global institute with staff and students from around the world. SMI's people are also diverse in their discipline backgrounds, which range across disciplines including anthropology, geology, soil science, sociology, hydrology, environmental science, engineering and mine management.

The Institute recognises and values equity and diversity, and encourages applications from any individual who meets the requirements of this position irrespective of gender, sexuality, race, ethnicity, religion, disability, age or other protected attributes. SMI strives to provide an inclusive working environment, and along with the University is committed to supporting staff with family and caring responsibilities by providing policies, programs and initiatives to help balance work and family responsibilities.


SMI comprises six major research Centres which are organised into pairs:

- SMI's Production Centres are the:
  - WH Bryan Mining and Geology Research Centre
  - Julius Kruttschnitt Mineral Research Centre

- SMI's People Centres are the:
  - Centre for Social Responsibility in Mining
  - Minerals Industry Safety and Health Centre

- SMI's Environment Centres are the:
  - Centre for Mined Land Rehabilitation
  - Centre for Water in the Minerals Industry

Information for Prospective Staff

Information about life at UQ including staff benefits, relocation and UQ campuses is available at - http://www.uq.edu.au/current-staff/working-at-uq
DUTY STATEMENT

Primary Purpose of Position

The Marketing and Communications Manager will lead the communications and marketing activities of the Sustainable Minerals Institute (SMI). You will be required to develop the Institute’s promotional material, publications, outreach activities and marketing strategies to enhance engagement with key stakeholders.

Duties

Duties and responsibilities include, but are not limited to:

Management, Strategy and Development

- Develop an expert understanding of the Institute’s research activities, its strategic objectives, its market position and the nature of the higher education and discipline-related industries.
- With the support of the Deputy Director (Operations) provide communications and marketing advice to the Senior Leadership Team to increase opportunities for engagement with existing and potential stakeholders.
- Manage marketing and communications projects, working collaboratively within SMI particularly with the Senior Leadership Team, and with researchers and students to meet expected outcomes.
- Propose initiatives to penetrate target markets, including those for prospective domestic and international postgraduate, potential research sponsors, alumni and other external engagements.

Marketing and Communications

- Manage and where necessary design and produce Institute promotional material including brochures, posters, flyers, promotional videos and useful templates for staff.
- Research, write and edit articles for SMI publications and presentations; write copy for various media/audiences including the web; and develop and write and contribute to external publications for promotional purposes as required.
- Be the liaison person for media enquiries, working with the UQ’s Office of Marketing and Communications (OMC).
- Coordinate the production and distribution of the Institutes’ publications for engagement activities.
- Manage the production of the Institute external newsletter (quarterly) and Annual Report (released annually).
- Manage the maintenance and refresh of the SMI image library; take photos of new staff members and co-ordinate photo shoots where required.
- Ensure that the Institute’s marketing activities complement those of the University and that UQ branding guidelines are upheld.
- Supervise the SMI marketing and communications team and provide professional advice and guidance to team members.
• Ensure effective liaison with OMC and other UQ communications teams to ensure a ‘one UQ’ approach to communications, where appropriate.

**Website and Social Media activity**

• Oversees the development and addition of content to the Institute’s website and intranet as well as responding to feedback and taking appropriate action.
• Develop strategies and manage SMI’s social media activity.
• Perform basic image/graphic manipulation for the SMI website.

**Advancement**

• Assist the Deputy Director (Operations) with SMI’s advancement activities as they relate to marketing and communications.
• Liaise with the UQ Advancement Office and other fundraising groups where necessary.

**Promotional Activities**

• Coordinate the planning and running of aspects of marketing and promotional activities for SMI, including key Institute events.

**Other**

Ensure you are aware of and comply with legislation and University policy relevant to the duties undertaken, including but not exclusive to:

• the [University’s Code of Conduct](#)
• requirements of the Queensland occupational health and safety (OH&S) legislation and related [OH&S responsibilities and procedures](#) developed by the University or Institute/School
• the adoption of sustainable practices in all work activities and compliance with associated legislation and related University [sustainability responsibilities and procedures](#)
• requirements of the Education Services for Overseas Students Act 2000, the National Code 2007 and associated legislation, and related [responsibilities and procedures](#) developed by the University

**Organisational Relationships**

This position reports to the Deputy Director (Operations).
SELECTION CRITERIA

**Essential**

- Qualifications and training equivalent to an undergraduate degree in communications, public relations, marketing or related area and extensive relevant experience in a university or complex environment; or an equivalent combination of education/training and relevant experience.
- Outstanding written communication skills, with demonstrated experience in and knowledge of marketing/public relations/media strategy and experience in producing complex publications.
- Demonstrated ability to deal with media enquiries, write news releases and manage news events
- Experience in using IT programs including the Adobe Creative Suite, Microsoft Word, media monitoring systems and Drupal or other Content Management Systems.
- Ability to organise and complete multiple tasks simultaneously with close attention to detail and prioritisation to meet deadlines.
- An understanding of, and demonstrated experience in, social media and new technology used for communication.
- Highly developed interpersonal skills, with the ability to communicate with diverse groups, both within the University and the broader community.

**Desirable**

- Qualifications or work experience in research and/or the higher education sector.
- Broad knowledge and understanding of social science and scientific issues and/or the minerals industry.

The University of Queensland values diversity and inclusion and actively encourages applications from those who bring diversity to the University. Please refer to the University’s Diversity and Inclusion webpage (http://www.uq.edu.au/equity) for further information and points of contact if you require additional support.

Accessibility requirements and/or adjustments can be directed to the contact person listed in the job advertisement.