POSITION DESCRIPTION

Position Title: Events and Engagement Officer
Organisation Unit: School of Languages and Cultures
Position Number: 3022253
Type of Employment: Fixed-term, full-time
Classification: HCO Level 5

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 (45), the US News Best Global Universities Rankings (52), QS World University Rankings (51), Academic Ranking of World Universities (55), and the Times Higher Education World University Rankings (60). UQ again topped the nation in the prestigious Nature Index; and secured a greater share of Australian Research Council grants in 2016 ($24.5 million) than any other university nationally.

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 230,000-plus alumni. The University has about 7,000 academic and professional staff and a $1.7 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.
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 $11billion+ (see http://uniquest.com.au/our-track-record).

UQ has a rapidly growing record of attracting philanthropic support for its activities and will have further success in this area as an important strategic aim going forward.

Organisational Environment

The Faculty of Humanities and Social Sciences (HASS) is a large comprehensive Faculty with a broad academic profile and substantial research achievements. The Faculty Office is based at the St Lucia campus in the iconic Forgan Smith building adjacent to the Great Court of the University. The Executive Dean of the Faculty is Professor Tim Dunne, who continues to be active in his field of political science alongside his leadership role.

The Faculty comprises seven Schools (Communication & Arts; Education; Historical & Philosophical Inquiry; Languages & Cultures; Music; Political Science & International Studies; Social Science), two research Institutes (Institute for Social Science Research; Institute for Advanced Studies in the Humanities), two museums (Anthropology Museum and the RD Milns Antiquities Museum), and several school-based research centres. It offers a broad range of programs to a large cohort of international and domestic students, with 850 research higher degree students, approximately 1,500 students in postgraduate coursework degrees and close to 8,000 undergraduates.

There are over 300 academic staff across the Faculty. One indicator of our standing in the disciplines that we research is membership in the learned academies, where UQ can proudly claim 34 members of the Australian Academy of the Humanities and 43 members of the Academy of Social Sciences in Australia.

Teaching in the Faculty is underpinned by substantial research performance and several specialised fields of research were judged at the highest level (5 ranking) in the most recent Excellence in Research Australia (ERA) evaluation that concluded at the end of 2015. These fields include Specialist Studies in Education; Political Science; Cultural Studies; Literary Studies; History and Philosophy of Specific Fields. Overall, HASS returned outputs to 21 disciplinary field codes, where 90% were rated above (4 ranking) or well above world standard (5 ranking). This is indicative of high quality and capacity in research.

These research achievements internationally are reflected in the 2016 Leiden rankings (based on impact, not reputation), where the Humanities and Social Sciences at UQ ranks 21st in the world on the quantum of publications in ranked journals, placing us first in Australia and in the Oceania region (for the full data-set see http://www.leidenranking.com).

The quality of our overall Faculty’s performance is also evident in the QS World University Rankings for 2015 which places Social Sciences at UQ at 30th in the world, and Humanities in the top 50. This data can be accessed at: http://www.topuniversities.com/faculty-rankings.

More information about the Faculty can be accessed at http://www.hass.uq.edu.au/.

The School of Languages and Cultures is one of the largest Schools of language instruction in Australia with over 40 academic staff.

The School teaches Chinese, French, German, Indonesian, Japanese, Korean, Russian and Spanish, as well as Linguistics and Applied Linguistics, to students in the Bachelor of Arts, Bachelor of International Studies, the university-wide concurrent Diploma in Languages, the Diploma of Arts, and dual degree programs.
At postgraduate level the School offers two NAATI-accredited Masters programs in Translation and Interpreting (one in Japanese and one in Chinese) and growing programs in Linguistics, Applied Linguistics and TESOL. Staff research and supervise PhD students in these fields and also in Australian Aboriginal languages.

Details of the research interests of academic staff may be accessed on the school's web site at https://languages-cultures.uq.edu.au/ or http://researchers.uq.edu.au.

**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 Events and Engagement Officer works closely with the School's Office Manager and the Faculty of Humanities and Social Science’s Marketing and Engagement team.

The position is responsible for the management, organisation and co-ordination of a range of engagement projects and tasks involving the School and the external community to market and promote the School. The role ensures brand compliance and integration with all School marketing and communications activities and initiatives. Further the position is responsible for the production of School publications and promotional material; the development and maintenance of Alumni relationships; and the maintenance of the School website.

The position will add further strategic value by establishing and driving consistent policy, protocol, procedures and practices across all engagement initiatives to ensure they are delivered on time, on budget, and to the highest of standards.

**Duties**

Duties and responsibilities include, but are not limited to:

**Event Management**

- Manage and co-ordinate the School’s key activities for students, Alumni, High Schools, Community and all School functions and other events as required. These may include appreciation morning teas, Graduation functions, prize presentations and Public Lectures.

- In consultation with the Office Manager and the Faculty Marketing team, work with key stakeholder groups on developing events which meet strategic goals for the School.

- Manage the organisation of the School’s participation in TSXPO, UQ Open Day, Orientation, and other events relating to domestic and international student activities, in consultation with the Faculty Marketing team.

- Manage the organisation of the School’s participation in international events such as AJET, BEO Fair, etc.

- Manage event communications and support systems which includes: event registrations, email communications, alumni database, budgeting, cost management, and marketing collateral.

- Prepare event evaluations and maintain and prepare event reviews.
• Liaise with and supervise the work of all contractors and suppliers in relation to each event, including caterers, technicians, florists, security, venue management, photographers and other suppliers.

• Provide advice, resources, toolkits and consultancy to both internal staff and student and alumni bodies and committees on best practice in event management.

• Updating and distributing toolkits, event manual and resources for the School community.

• Supervise casual staff and volunteers where required in relation to events.

**Promotion and Engagement**

• Create a portfolio of initiatives that contribute to the School’s engagement vision, including project proposals, building and developing stakeholder relationships and monitoring outcomes.

• Develop and maintain the School’s contact information and devise new mechanisms for obtaining information from students, graduates and other contacts.

• In consultation with the Faculty Marketing and Engagement Manager coordinate the design, preparation, publication and distribution of a range of print-based and electronic publications, including course and program guides, newsletters, flyers, brochures and websites.

• Provide assistance and advice on the effective use and production of printed materials to meet the School’s promotional objectives in liaison with relevant Faculty and UQ staff.

• Manage and coordinate the production and distribution of School publications to domestic and international audiences.

• Compose content, prepare and distribute the School’s annual report, e-bulletin, and other media.

• Develop and coordinate Social Media and Digital Marketing Campaigns to create effective and relevant online communication.

• Arrange promotion – online journals, magazines, LOTE newsletters, etc. for School events/programs as required.

• Arrange for media coverage of events including professional and in-house photography.

• Promote new and established School Scholarships and Prizes.

• Arrange purchase and maintain stocks of School merchandise for special events.

• Maintain close liaison with the Faculty Marketing & Engagement Manager and other marketing staff throughout the University.

• Tracking and analysis of the School’s engagement program and providing regular reporting on outcomes.

• Manage a variety of external areas such as graphic design, print production, web, photographic, and video to ensure production of marketing materials.

• Promotion of engagement and development opportunities for current students. These may include internships, study abroad, and other opportunities.
**Schools Liaison**
- Manage the School’s involvement with secondary schools. Some examples may include:
  - Arrangement of Book Prizes and Certificates for Speech Days, etc.;
  - Organisation of materials for visits to secondary schools by School staff;
  - Organisation of visits to the School by secondary school groups;
  - Co-ordinate and manage the Chinese Writing Contest;
  - Co-ordinate and manage the School’s ‘Taste of’ Programs.

**Community Liaison**
- Ensure the development of strong relationships with internal and external audiences through a consultative approach, to ensure clear outcomes and achievements are reached for the School’s course and program offerings in consultation with the Faculty Marketing Team.
- Organise community-focused events such as film festivals, workshops, seminars and lectures.
- Liaise with external groups associated with the School to assist with on-campus events.

**Website**
- Redevelopment and maintenance of the School’s website.

**Alumni and Students**
- Develop and implement strategies to increase the School’s engagement with alumni and students.
- Identify, build and maintain relationships with alumni and students to encourage participation in the activities of the School.
- Develop and maintain collaborative and effective lines of communication with alumni staff throughout the University.
- Coordinate alumni events in which the School is involved.
- Coordinate an e-communications strategy to improve communication with the School’s alumni.
- Build strong working relationships with alumni and student volunteers, and provide support for alumni initiatives.
- Promote employment opportunities for language students post-graduation.
- Help to pinpoint the employment destinations of language graduates through strong communication with alumni.
Other

- Other duties as directed to assist with the overall functioning and operation of the School.

- Attend programs and/or functions outside normal business hours if required.

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 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

The position reports to the Office Manager, School of Languages and Cultures.
SELECTION CRITERIA

**Essential**

- A relevant degree in the area of marketing/communications, public relations, journalism or related discipline, or an equivalent combination of relevant experience and/or education/training.
- A well-developed understanding of communication and promotional issues and techniques and engagement issues in a service-delivery environment.
- High level written and oral communication skills including the ability to write copy for short publications, advertising and the web.
- Experience in maintaining website content and desktop publishing, together with a knowledge of the techniques of web design, graphic design and print production.
- Comprehensive experience using computer applications for email, word processing, spreadsheets and data storage.
- Demonstrated ability to use initiative and judgment.
- Well-developed interpersonal skills, with a proven ability to negotiate, analyse and resolve issues and maintain relationships across a range of stakeholders.
- Proven ability to set own priorities, monitor work progress, meet deadlines and initiate and take follow-up action.
- Ability to communicate effectively with clients and suppliers and demonstration of a strong orientation to the provision of a high level of customer service.
- Demonstrated ability to work collaboratively with members of a team and the ability to establish collaborative relationships more broadly within the School and the University.

**Desirable**

- At least 2-3 years relevant work experience including previous experience in promoting and organising events and related activities.
- Previous experience in a tertiary education environment in the areas of promotion and engagement.
- Copy writing and press release writing skills.
- Demonstrated ability with In Design, PageMaker, Photoshop, Vision 6, Drupal web management system, and relevant database packages.
- Extensive knowledge and understanding of the University's administrative, marketing, engagement, human resource, financial management and student administration policies and procedures.

The University of Queensland values diversity and inclusion.

Applications are particularly encouraged from Aboriginal and Torres Strait Islander peoples. For further information please contact our Australian Indigenous Employment Coordinator at: atsi.recruitment@uq.edu.au

Applications are also encouraged from women.

This role is a full-time position; however flexible working arrangements may be negotiated.