POSITION DESCRIPTION

<table>
<thead>
<tr>
<th>Position Title:</th>
<th>Marketing and Communications Officer</th>
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<tbody>
<tr>
<td>Organisation Unit:</td>
<td>Student Services</td>
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<tr>
<td>Position Number:</td>
<td>3040997</td>
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<tr>
<td>Type of Employment:</td>
<td>Full time, Fixed Term, 2 years</td>
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<tr>
<td>Classification:</td>
<td>HeW Level 5</td>
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</table>

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 (60). 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.
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 this will be a strategic focus going forward.

Organisational Environment

The Deputy Vice-Chancellor (Academic) (DVCA) is a member of The University’s senior executive, and is responsible for the University’s commitment to providing high-quality teaching and learning, and enhancing the UQ student experience.

The Student Services Directorate is part of the Student Affairs Division, which also comprises the Health Service and UQ Student Employability Centre. The Student Employability Centre is custodian of the UQ Student Employability Strategy, and co-ordinates and promotes the distinctive features of the UQ student experience including the ‘UQ Employability Award’, leadership, global mobility and undergraduate research experiences, and provides supports to enable students to translate, articulate and transfer these experiences into the workplace.

The objective of Student Services is to provide a range of services and support functions that enhance the student experience and assist in ensuring student success.

The current initiatives run by Student Services fall into a number of areas:

- **Advice Teams** | The focus is on enabling student success through providing general and specialist support including accommodation, disability and inclusion, general welfare and international student advice.

- **Learning Development Team** | The focus is on supporting student success through online, group and one to one initiatives to enhance academic and learning skills for students.

- **Counselling Team** | The focus is on providing an opportunity for enrolled students to access professional counselling so that they may better develop and fulfil their personal, academic and professional potential.

- **Student Experience Teams** | The focus is on delivering projects that help students make connections and partnerships that enhance their experience at UQ. The work of this team will provide opportunities for students to build a sense of belonging and support within UQ.

Services are delivered across the St. Lucia, Gatton and Herston campuses.


**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](http://www.uq.edu.au/current-staff/working-at-uq)
DUTY STATEMENT

Primary Purpose of Position

The Marketing & Communications Officer will be responsible for supporting the Student Affairs / Student Life priorities by planning, coordinating and overseeing aspects of our marketing, communications and campaigns for our target audiences, ensuring an integrated approach to promotion, engagement and interaction.

Duties

- Develop digital and print marketing strategies and produce content and communications to deliver strong engagement outcomes with our students across a variety of programs delivered by Student Affairs.
- Develop and coordinate the creation, execution and tracking of communication campaigns, as well as reporting on the ROI and effectiveness of the campaign.
- Oversee and proactively drive development, maintenance and content creation for Student Services website and other media.
- Research and gather insight to deeply understand our customer/s and audiences.
- Explore opportunities to add value to our audiences online by developing content plans and strategies to support needs.
- Liaise with Faculties, UQU and other UQ areas to ensure integration of campaigns, processes and systems, ensuring they are effective and efficiency is gained.
- Enhance customer connections and increase brand engagement by exploring and recommending opportunities to improve the customer experience through content, communications, activity and user journeys.
- Assist in creating regular updates and content to be communicated in different forms for prospective and current students and key stakeholders.
- Update the web based information and work on tasks related to ensuring the web platforms and information held on the web are effective. This may also require some knowledge of Drupal or ability to acquire it quickly.
- Develop and undertake analytics reporting and tracking to monitor user behaviour and inform campaign development and use this information to provide advice.
- Develop and support Social Media strategies, campaigns and content to create effective and relevant online communication.
- Maintain strong relationships with key stakeholders across the Student Affairs Division and UQ and UQU (including OMC and ITS) to achieve priorities.
- Other duties within the scope of the classification and within the limits of your skills, competence and training.
**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 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 Service Improvement Manager (Student Interface)

**SELECTION CRITERIA**

**Essential**

- A degree in marketing, communications, public relations, event management or related area or an equivalent combination of relevant experience and/or education/training.
- High level verbal and written communication skills, including a demonstrated ability to write and edit copy for a range of mediums
- Willingness to undertake manual tasks including data entry, loading and unloading boxes of publications, banners and other promotional materials
- Demonstrated evidence of a strong work ethic, a flexible approach, energy and enthusiasm
- High level organisational skills and the ability to prioritise and meet deadlines whilst demonstrating accuracy and strong attention to detail
- Enthusiasm to engage effectively with and support young people and people from different cultural backgrounds.
- Experience working with and understanding the needs of people from different cultural backgrounds.
- Excellent interpersonal and communication skills, including the ability to liaise with senior staff, members of the public and students
- Ability to set work priorities appropriate to meeting deadlines and commitments, with proven personal organisational skills and the capacity to work independently.
- Ability and willingness to participate and support others as part of a team.
- High level of computer literacy, with knowledge of Microsoft and Adobe suites and an understanding of website content management, or the demonstrated ability to rapidly acquire such knowledge.
Desirable

- Experience working with students or within a tertiary education setting is desirable.
- Demonstrated experience planning and coordinating programs or events.

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.