POSITION DESCRIPTION

Position Title: Senior Marketing & Communications Coordinator
Organisation Unit: UQ Business School
Position Number: 3023846
Type of Employment: Fixed-term to October 2018
Classification: HEW Level 7

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 well within the top 100 universities worldwide, measured through a number of major independent university rankings: the Academic Ranking of World Universities, Times Higher Education World University Rankings, US News Best Global Universities Rankings, QS World University Rankings and Performance Ranking of Scientific Papers for World Universities, and is indeed in the top 50 in some of these rankings. Over the past 3 years for which audited data are available UQ has attracted the highest (2013) or second highest (2012, 2014) amount of research funding of any Australian university.

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 record of accomplishment 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 UQ Business School is located on the St Lucia campus with a staff of approximately 158 academic staff; 180 equivalent tutors and 73 professional staff. The School leases space in the Brisbane central business district in Central Plaza 1 where it offers core MBA courses and provides executive education and function facilities.

The School has seven main areas of academic strength represented by discipline clusters – accounting and accountability; business information systems; finance; management; marketing; strategy; and tourism with an associate professor reporting to the Head of School leading each cluster. Currently, the School has over 8,390 students enrolled in its programs: 6,201 at undergraduate level; 2,035 at postgraduate coursework level; and around 160 in research higher degree programs. Approximately one-third of the student body are international students, mostly from the Asia-Pacific region.

The School’s mission is to achieve national and international recognition as being among the best research intensive business schools in the Asia-Pacific region. The School carries AACSB International and EQUIS accreditation – the first school in Australia to receive AACSB and EQUIS accreditation across the full range of programs. The School also carries UNWTO accreditation and is the only School in Australia to hold such accreditation. The School enjoys strong research links with leading international research schools.

Information about the Business School may be accessed on the School’s website at www.business.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 primary objectives of this position are to work closely with the Marketing & Communications Manager and the UQ Business School Marketing team to develop and deliver on UQ Business School’s marketing strategy. The Senior Marketing & Communications Coordinator is responsible for managing large marketing campaigns, media engagement, targeted collateral as well as reporting on conversion success.

Duties

Duties and responsibilities include, but are not limited to:

Marketing

- Working with the Marketing & Communications Manager, implement and manage aspects of the Marketing Plan as directed.
- In consultation with the Marketing & Communications Manager, manage the strategic development and implementation of campaign driven material (including mass media advertising, online marketing, organic media stories, website content and social media).

- Manage campaigns within agreed budgets and timelines.

- Assist with agency briefs, proof-reading copy, design checks, ensuring the UQ Business School brand is correctly reflected and maintained.

- Provide recommendations and guidance regarding the development and implementation of marketing and communications strategies.

- Provide information and advice to both internal and external stakeholders regarding marketing and communications functions within the School.

**Communication**

- Research and liaise with academics and colleagues and write content and media releases as required.

- Operate as the primary contact for media liaison, providing effective response to media requests as appropriate.

- In consultation with the Marketing & Communications Manager and other members of the team (where required), oversee the production and distribution of electronic communications including newsletters, invitations and broadcast emails.

- Liaise and keep track of initiatives with various agencies and consultants utilised by the School.

- Oversee the process of contributing to the Faculty and University marketing materials, including brochures, newsletters, magazines, websites and social media posts.

- Ensure that the brand standards of UQ are upheld across all activities.

- Audit all UQ Business School marketing-related communications (and beyond, where possible) being distributed by the School.

- Interact and share knowledge within the team to assist in the development of work priorities, plans and approaches.

- Maintain quality assurance standards for communications and brand work within the Marketing Team (act as the brand custodian).

**Administrative**

- Manage, track and report on marketing budget for areas of responsibility and prepare financial documents for processing orders.

- Participate in relevant committees and working groups as directed by the Marketing & Communications Manager.

- Ensure all marketing and communication material is accurate and that it complies with accepted publication standards within The University of Queensland, and the brand identity of UQ Business School.
Other
Ensure you are aware of and comply with legislation and University policy relevant to the duties undertaken, including:

- 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 Marketing & Communications Manager, UQ Business School and directly manages marketing support staff within the team. It is expected that the Senior Marketing & Communications Coordinator will act as the Manager when required.

SELECTION CRITERIA

- Undergraduate qualifications in Marketing or a related discipline; plus a minimum of four years proven experience in managing marketing campaigns within a large organisation.
- Demonstrated knowledge of developing and implementing an integrated marketing and communications strategy.
- Experience managing large-scale advertising and media campaigns as well as measuring and reporting on success.
- Exceptional communication and customer service skills with the ability to effectively build relationships with a broad range of stakeholders such as senior management, academic staff, students and media.
- Outstanding time management skills and demonstrated ability to deliver complex campaigns within agreed time frames.
- Excellent writing, editing and proofreading skills with some graphic design experience.
- Knowledge of and experience using customer relationship management (CRM) databases and online content management systems.
- Ability to respond flexibly to the requirements of a complex organisation and generate solutions that meet management requirements.

The University of Queensland is an equal opportunity employer.