POSITION DESCRIPTION

Position Title: Senior Marketing Officer
Organisation Unit: Faculty of Health and Behavioural Sciences
Position Number: 3026481
Type of Employment: Full time, fixed term (12/10/18)
Classification: HEW Level 6

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.

Faculty of Health and Behavioural Sciences

The Faculty of Health and Behavioural Sciences is a strong faculty that has a coherent focus on health and well-being underpinned by a clear integrative theme related to preventative health and behaviour change. Furthermore, the Faculty provides the opportunity for the non-medical health sciences to have a stronger voice and greater visibility within the University.

The Faculty currently includes six schools and three research centres:

- School of Dentistry
- School of Health and Rehabilitation Sciences
- School of Human Movement and Nutrition Sciences
- School of Nursing, Midwifery and Social Work
- School of Pharmacy
- School of Psychology
- Centre for Youth Substance Abuse Research
- RECOVER Injury Research Centre
- Queensland Alliance for Environmental Health Sciences

More information about the Faculty is available at: http://habs.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 role of Senior Marketing Officer will manage a range of marketing projects and tasks that meet the Faculty of Health and Behavioural Sciences’ requirements. They will ensure brand compliance and integration with all other marketing and communication activities and initiatives.

Duties

Duties and responsibilities include, but are not limited to:

- Ensure the development of strong relationships with internal and external audiences through a consultative approach, to ensure clear outcomes are reached for the Faculty of Health and Behavioural Sciences program offerings.
- Contribute to the development, implementation and evaluation of corporate marketing strategies and campaigns.
- Develop and coordinate Social Media and Digital Marketing Campaigns to create effective and relevant online communication.
• Liaise with Schools and other UQ areas to ensure integration of campaigns, processes and systems, ensuring they are effective and efficiency is gained.

• Manage the variety of external areas such as graphic design, print production, web, photographic, media and advertising staff to arrange production of marketing materials.

• Preparation of advertising materials for industry publications, including the sourcing of material, copy writing, management of the design, approvals and despatch of materials.

• Coordinate and implement special marketing projects as required.

• Maintenance of the UQ Health website.

• Provide strategic leadership with UQ’s Health Facebook and social media presence.

• Support to the Marketing Manager and marketing team as required.

**Travel and Out of Hours Work**

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

• The position is primarily based at St Lucia, however, travel will be required to work from other UQ Campuses, as required.

**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 and Communications Manager, Faculty of Health & Behavioural Sciences.
SELECTION CRITERIA

Essential

- A degree with subsequent relevant experience; or an equivalent combination of relevant experience and/or education/training in marketing within a large organisation.
- Demonstrated competence in developing and implementing marketing campaigns where multiple stakeholders are engaged.
- Demonstrated experience in coordinating people to achieve project objectives.
- High level written and oral communication skills including ability to negotiate, analyse and resolve issues and maintain relationships across a range of stakeholders.
- The ability to write copy for short publications, advertising and digital mediums.
- Expertise in receiving, managing and providing marketing/advertising briefs.
- Demonstrated experience in social media management.
- A working knowledge of graphic design, Adobe Photoshop and print production.
- Advanced skills of survey software, such as Survey Monkey, and customer relationship management software, such as Vision 6.
- Strong understanding of the UQ Content Management System and Drupal software.
- Proven organisation skills and the ability to manage multiple projects in order to meet deadlines whilst demonstrating accuracy and strong attention to detail.
- Demonstrated evidence of a strong work ethic, a flexible approach, energy and enthusiasm.
- The ability to work autonomously as well as part of a team and a willingness to support the work of other team members as required.
- Ability to adapt to meet changing needs and priorities of the team.

Desirable

- Experience in a university setting, particularly in digital marketing related to prospective student recruitment.
- Knowledge of the higher education sector.

The University of Queensland is committed to equity, diversity and inclusion.