POSITION DESCRIPTION

Position Title: Marketing and Communications Coordinator - Women in Engineering
Organisation Unit: Faculty of Engineering, Architecture and Information Technology
Position Number: 3028029
Type of Employment: Fixed-Term, Full-Time until 31 December 2022
Classification: HEW 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 (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 Faculty of Engineering, Architecture and Information Technology (EAIT) has long, proud traditions of innovation and leadership across student education and research.

In just over a century, more than 27,000 Faculty graduates have gone on to use their UQ education to have significant impact on our state, our nation and across the world. We believe that lifelong success is fostered at UQ through great education – inspiring students to think differently, ask the difficult questions, be a positive disruptive influence, and fulfil every ounce of their potential.

Our research provides a rich and diverse flow of breakthrough technologies that are helping to improve communities around the world. From novel hydrogen storage and next generation polymers to biomedical engineering and mining safety, our research outcomes are solving problems for local and international communities, and our industry partners.

The Faculty 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. The Faculty 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.

For more information about the Faculty, please visit: www.eait.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

Working within the Faculty’s marketing team this position will assist in the development and implementation of marketing, communication and support strategies aimed at recruiting female students into engineering and information technology disciplines. The team aims to achieve measurable outcomes in support of the Faculty’s equity targets. This role will make a contribution to positioning UQ as the university of choice for women during their engineering education and beyond.

The position is responsible for marketing and communicating the development and outreach activities for The University of Queensland’s Women in Engineering program, which will complement the initiatives and recruitment activities of the Faculty and its Schools. The key objective is to increase the number of women enrolling in UQ’s engineering and IT programs, and ultimately to provide engineering dependent industries with increased female participation in professional roles.

Strategic Vision of Position

The position is expected to develop an understanding of higher education, the Faculty’s teaching and research activities, strategic objectives, market position and the barriers to selection of engineering and information technology studies for women. The primary focus will be on building the aspirations of Year 8-12 female high school students into engineering related careers.

Duties

Duties and responsibilities include, but are not limited to:

Strategic

- Assist the encouragement of female secondary school students to think positively about study in engineering and information technology at tertiary level by increasing their awareness of the variety of career options available, and through experiential opportunities; and
- Assist in developing and be responsible for implementing effective marketing materials and communications strategies to engage with key target groups including prospective undergraduate, high schools, government and industry sponsors, associations and student groups.

Marketing and Communications Activities

- Assist in developing and be responsible for coordinating resources for recruitment events such as workshops, presentations, industry experiences, seminars, Open Day, TSXPO and other events to engage with female high school students;
- Assist in developing and actively contribute to Faculty and University marketing materials including brochures, newsletter, media releases, websites and other online engagement tools to communicate with target groups;
- Assist in developing opportunities for strategic communications, scholarships, sponsorships and tailored resources for prospective female students;
- Ensure the marketing program’s activities complement those of the University by liaising with key stakeholders, raising any concerns with the manager.
- Utilise current UQ student groups (such as Skirts in Engineering) and individual students as Faculty ambassadors and workshop facilitators to support the outreach program;
- Track and report on the implementation and achievements of programs coordinated within the position utilising market research to measure and report on the effectiveness of activities;
- Assist research staff and students complete Travel Forms, Fieldwork Safety Plans and Risk Assessments; and
- Any other duties as reasonably directed by your supervisor.

**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**

The position reports to the Marketing and Communications Manager, Engineering, Architecture and Information Technology. The person will also work closely with a number of key stakeholders including (but not limited to): Development and Communications Coordinator – Women in Technology, Associate Dean (Academic), and the EAIT Advancement Team.
SELECTION CRITERIA

Essential

- A bachelor’s degree in communications or related field, or an equivalent combination of relevant experience and/or education/training
- Experience in developing and communicating marketing strategies to achieve measurable outcomes;
- Experience in event or project management and a demonstrated ability to coordinate effective marketing and promotional activities;
- High level of interpersonal and verbal communication skills including public speaking and the ability to liaise with a wide range of individuals including senior staff of the University and external stakeholders;
- Strong ability to write and edit copy for publications, websites, e-marketing and social media;
- Demonstrated creative ability and an aptitude for innovative approaches;
- Skills in desktop publishing, structuring/organising website content and presentation software;
- Ability to effectively manage a large and diverse workload and meet deadlines
- Strong client service focus, including the ability to relate effectively to people from diverse backgrounds;
- Demonstrated ability to develop relationships and work collaboratively to achieve objectives;
- Flexibility to travel and work outside normal hours when necessary, with appropriate compensation.

Desirable

- An understanding of communications theory and practice;
- Experience in mentoring or developing women in an educational or work environment; and
- Experience in Higher Education and/or Engineering industries.

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.

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

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