POSITION DESCRIPTION

Position Title: Senior International Campaign Coordinator
Organisation Unit: UQ International
Position Number: 3021244
Type of Employment: Full time, Continuing
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 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 (65). 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+

UQ has a rapidly growing record of attracting philanthropic support for its activities and this
will be a strategic focus going forward.

Organisational Environment

UQ’s Global Strategy is embedded in the UQ Strategic Plan across discovery, engagement
and learning. Our successful global profile is the result of forging strategic partnerships with
people and organisations across industry, government, sponsorship, philanthropy, alumni,
higher education and research. In support of the University’s Global Strategy, the major
functions of UQ International are:

- Identification and development of strategic international initiatives
- Developing and managing key global engagement priorities
- International marketing and promotion, including student recruitment
- International student admissions

Information for Prospective Staff

Information about life at UQ including staff benefits, relocation and UQ campuses is

DUTY STATEMENT

Primary Purpose of Position

To support UQ International’s prospective student engagement by planning, coordinating
and developing digital marketing communications and campaigns, ensuring an integrated
approach to promotion, engagement and interaction.

Duties

Duties and responsibilities include, but are not limited to:

- Manage the planning and execution of integrated campaigns across key channels,
  including web, social, email, phone, SMS, print and outdoor.
- Develop and deliver an inbound marketing strategy including mapping the right
  content to the right place in the student lifecycle ensuring content is optimised for the
  channel (print, web, social and mobile).
- Oversee and optimise the University’s search engine marketing (SEM) activities in
  international markets. Constantly review targeting and search terms to maximise web
  traffic and generate digital leads.
- Develop channel strategies and the direction of content for UQ’s social media
  channels including implementation of Facebook Global Pages. Develop always-on
  social media advertising campaigns that consistently generate leads from key
  markets.
- Work closely with the University’s CX team to design marketing automation programs
  to complement the lead generation, nurture and conversion strategies to meet
  international student recruitment objectives.
• Oversee the management of prospective student enquiries across all channels including the utilisation of the CRM for marketing communications.

• Work closely with Marketing Intelligence Analyst to refine team processes for campaign delivery and establish campaign tracking protocols to measure, refine and evaluate the impact of campaign activities in order to deliver regular campaign reports and provide strategic marketing advice to team management.

• Oversee UQ International web presence by facilitating all web updates and seek opportunities to continuously improve the usability, design and content of the relevant websites.

• Oversee the duties of the International Campaign Coordinator.

• Other duties consistent with the level as appropriate.

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 Manager, International Marketing and Communications.
SELECTION CRITERIA

**Essential**
- Qualifications equivalent to a undergraduate degree in communications, marketing or related field and at least 5 years subsequent relevant work experience in a tertiary or services marketing environment or an equivalent combination of relevant experience and/or education/training.
- An understanding of international higher education sector, and experience in delivering campaigns within higher education, or a comparable sector.
- Demonstrated experience in developing and implementing integrated marketing campaigns across multiple channels.
- Advanced understanding of digital analytics, with the demonstrated ability to generate business intelligence from data to make evidence-based decisions.
- Demonstrated experience in content management systems (ideally Drupal), publishing and website optimisation (including SEO and Google Analytics).
- Demonstrated experience with email marketing applications including development of email templates and have a solid understanding of email marketing and digital marketing principles and best practice.
- Demonstrated experience with CRM and marketing automation software (ideally Oracle).
- Demonstrated knowledge of legislative requirements related to web communication, such as accessibility standards, copyright permissions and SPAM legislation.
- High level planning and organisational skills to manage complex projects, on budget and within tight timeframes.
- Effective interpersonal communication skills including the ability to develop relationships with staff at all levels and work collaboratively.
- Demonstrated ability to prioritise workload, work independently and take initiative within a collaborative team.
- Proven ability to work within a team as well as establishing and maintaining positive working relationships with internal and external stakeholders.

**Desirable**
- Proven experience developing and leading collaborative work teams, including the management of staff.

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.

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