POSITION DESCRIPTION

Position Title: Marketing Officer (Onshore)
Organisation Unit: UQ International
Position Number: NEW
Type of Employment: Full time, one year contract
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 (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

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

UQ International is comprised of three sections: the Director’s Office (including International Admissions), UQ Global Engagement and International Marketing and Recruitment.

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

To work with the Senior Recruitment and Marketing Officer (North Asia) and Oceania Marketing Officer to develop and deliver UQ International's marketing plans and strategies for international students who are based in Australia and the Oceania region.

The activities will focus on raising the profile of UQ as a high quality preferred study destination and to increase the intake of high quality students across a diverse range of programs. The position will develop and maintain a strong liaison role with recruitment agents and key external and internal stakeholders. The position will organise and represent the University in promotional activities both offshore and onshore. The role will be required to manage and co-ordinate IMR events including Agent famil, GO Conference and other events as determined. The role will entail evening and weekend work and travel outside the local area including interstate and overseas as required.
Duties

Duties and responsibilities include, but are not limited to:

- Develop marketing and recruitment strategies for approval by the Senior Recruitment and Marketing Officer (North Asia) to increase UQ’s share of Onshore and Oceanic markets (New Zealand and Pacific Islands).
- Well-developed expertise and knowledge of University admissions, policies, procedures and priorities relevant to marketing and recruitment of international students onshore and in Oceania.
- Organise and manage all aspects of UQ International’s representation and coordination of international marketing and promotional activities in Australia and Oceania to achieve recruitment objectives.
- Refine and update according to current market information the target list of high schools, ELICOS Colleges and other appropriate feeder institutions. Create a recruitment plan to increase UQ’s awareness and market share of these target feeder institutions.
- Manage the Onshore and New Zealand school network and enquiries via the CRM.
- Manage UQ’s agent network onshore and in New Zealand to ensure agents are appropriately trained and adequately informed on current University program offerings, admissions and requirements.
- Develop marketing and recruitment plans in conjunction with agents and other stakeholders.
- Manage and co-ordinate events including planning, logistics, itineraries and associated tasks with internal and external stakeholders.
- Monitor and provide feedback where necessary on agent performance
- Develop an annual plan of recruitment activities and update and revise where appropriate.
- Maintain close working relationships with faculty international staff, Global Engagement, ICTE-UQ, DSR, IES and Admissions.
- Assist in the management of the North Asia portfolio as reasonably directed by the 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 Senior Recruitment and Marketing Officer (North Asia).
SELECTION CRITERIA

**Essential**

- Qualifications and training equivalent to a relevant undergraduate degree with at least 4-5 years' work experience with at least two years in international education, recruitment and marketing or a closely related area.
- Strong knowledge of University admissions, policies, procedures and practices in the international education sector.
- Excellent interpersonal, presentation and written communication skills including the ability to communicate effectively with clients by telephone, email and in person.
- Excellent organisational skills including the ability to prioritise tasks and work on a number of projects and events concurrently.
- The ability to work well under pressure and to meet deadlines.
- The ability to liaise effectively with others, both within the University and in the wider community including people from a range of backgrounds, cultures and positions.
- Computer skills including MS Office, university applications and systems.
- Ability to work as part of the recruitment team, prioritise own workload and work independently and with initiative to achieve recruitment targets and meet deadlines.

**Travel**

- This role requires after hours and weekend work and travel outside the local area including interstate and overseas as required, often at short notice.

**Desirable**

- Reportal experience.
- SiNet experience.

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.