POSITION DESCRIPTION

Position Title: Marketing Coordinator
Organisation Unit: Office of Marketing and Communications
Position Number: 1224899
Type of Employment: Full-time, continuing
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.

Organisational Environment

The Office of Marketing and Communications (OMC) enhances the success of the University by providing a central marketing and communications service. The highly professional OMC team is responsible for the University’s central marketing strategy, corporate communications and publications, media liaison, brand management, advertising, corporate and student recruitment events.

OMC also liaises with Executive staff, senior Faculty and Institute staff, marketing and communications officers in faculties, centres and administration divisions across the University.

The Office has responsibilities across the span of University campuses and operations, nationally and internationally, with staff skilled in marketing, communications, events, and design. Career progression and staff development are key elements of the work environment, in which achievement is recognised and rewarded.

Information about the Office of Marketing and Communications may be accessed on the Office’s web site at http://www.uq.edu.au/omc

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 coordinate a range of marketing projects and tasks that meet UQ and OMC strategic requirements, ensure brand compliance and integration, and provide support to the marketing team and its deliverables.

Duties

Duties and responsibilities include, but are not limited to:

- Provide direction and leadership with UQ’s social media channels, including analysis of performance, identifying new opportunities, coordinating training requirements and supporting the maintenance of accounts as required.
- Coordinate CRM communications and contribute to the wider UQ digital strategy for CRM and marketing automation.
- Contribute to the development, implementation and evaluation of corporate marketing strategies, events and campaigns.
- Liaise with suppliers to deliver marketing materials as required, including advertising agencies, media buyers, photographers, and printers.
• Liaise internally with a range of staff to produce and/or review marketing materials, including graphic designers, web developers and clients.
• Prepare advertising materials for industry publications, including the sourcing of material, copywriting, management of the design, approvals and despatch of materials.
• Coordinate and implement special marketing projects as required.
• Cover the UQ Advertising Officer position when required, and be able to provide support with enquiries and bookings at all times.
• Provide advice and assistance to clients across UQ.
• Support to the Marketing Manager and marketing team as required.

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 Manager, Office of Marketing and Communications.
SELECTION CRITERIA

**Essential**

- Degree in marketing, communications or a related discipline combined with reasonable and relevant experience, preferably within a large organisation.
- Demonstrated experience in social media management and analysis.
- Expertise in providing and receiving briefs related to marketing, advertising or design.
- Demonstrated experience in CRM and/or marketing automation.
- Demonstrated competence in developing and implementing integrated marketing campaigns and being able to report on results.
- Demonstrated experience in coordinating people to achieve project objectives.
- High level written and verbal communication skills, including the ability to write copy for short publications, advertising and the web.
- A working knowledge of graphic design and print production.
- Excellent interpersonal skills to communicate effectively with a range of stakeholders, clients and suppliers.
- Demonstrated high level organisational skills with the ability to manage multiple projects at one time and meet deadlines.

**Desirable**

- Knowledge of the higher education sector.
- Experience in the use of UQ preferred platforms for CRM (Oracle Service Cloud / RightNow) and/or marketing automation (Oracle Marketing Cloud/Eloqua).
- Experience in digital advertising campaigns.

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.