## POSITION DESCRIPTION

**Position Title:** Marketing & Events Officer  
**Organisation Unit:** UQ Business School  
**Position Number:** 3038107  
**Type of Employment:** 12-month contract  
**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 well within the top 100 universities worldwide, measured through a number of major independent university rankings: the Academic Ranking of World Universities, Times Higher Education World University Rankings, US News Best Global Universities Rankings, QS World University Rankings and Performance Ranking of Scientific Papers for World Universities, and is indeed in the top 50 in some of these rankings. Over the past 3 years for which audited data are available UQ has attracted the highest (2013) or second highest (2012, 2014) amount of research funding of any Australian university.

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 230,000-plus alumni. The University has about 7,000 academic and professional staff and a $1.7 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 record of accomplishment in commercialisation of our innovation with major technologies employed across the globe and integral to gross product sales of $11billion+ (see http://uniqest.com.au/our-track-record).

UQ has a rapidly growing record of attracting philanthropic support for its activities and will have further success in this area as an important strategic aim going forward.

**Organisational Environment**

The UQ Business School is located on the St Lucia campus with a staff of approximately 158 academic staff; 180 equivalent tutors and 73 professional staff. The School leases space in the Brisbane central business district in Central Plaza 1 where it offers core MBA courses and provides executive education and function facilities.

The School has seven main areas of academic strength represented by discipline clusters – accounting and accountability; business information systems; finance; management; marketing; strategy; and tourism with an associate professor reporting to the Head of School leading each cluster. Currently, the School has over 8,390 students enrolled in its programs: 6,201 at undergraduate level; 2,035 at postgraduate coursework level; and around 160 in research higher degree programs. Approximately one-third of the student body are international students, mostly from the Asia-Pacific region.

The School’s mission is to achieve national and international recognition as being among the best research intensive business schools in the Asia-Pacific region. The School carries AACSB International and EQUIS accreditation – the first school in Australia to receive AACSB and EQUIS accreditation across the full range of programs. The School also carries UNWTO accreditation and is the only School in Australia to hold such accreditation. The School enjoys strong research links with leading international research schools.

Information about the Business School may be accessed on the School’s website at www.business.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 Marketing & Events Officer organises UQ Business School marketing, recruitment, engagement and academic events.

**Duties**

Duties and responsibilities include, but are not limited to:

**Marketing & Event Organisation**

- Organise UQ Business School Academic Seminar Series including activities such as liaising with academic faculty, managing promotional communications and coordinating room and catering bookings.
- Participate in and assist with UQ, BEL Faculty and Business School student recruitment and engagement events, such as TSXPO, Open Day/Week (St Lucia only) and Postgraduate information sessions.
- Maintain a calendar of events in conjunction with the Business School marketing staff.
- Support preparation and assist with external events such as expos and industry events as required.
- Support with branded merchandise management and distribution.
- Book and coordinate seating for corporate tables at external events as directed by Marketing & Communications Manager.
- Liaise with, and host if appropriate, external presenters and guests.
- Create and maintain evaluation reports and post-event surveys.
- Assist with the production of Business School presentations and electronic communications.
- Undertake other duties consistent with the above as required from time to time.

**Travel and After Hours Duties**

- Some event-related interstate and local travel may be required from time-to-time.
- The Marketing & Events Officer will be required to work after hours and on weekends from time-to-time.

**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**

This position is responsive to the direction of the Events Coordinator and reports to the Marketing & Communications Manager.
SELECTION CRITERIA

**Essential**

- An undergraduate degree, preferably in marketing, event management, or related discipline; or an equivalent combination of relevant experience and/or education/training.
- At least three years’ experience in events management and communications.
- Strong attention to detail, work ethic with high level of enthusiasm to produce events of exceptional quality.
- Excellent customer service skills.
- High-level written and oral communication skills.
- Experience organising event budgets.
- Substantial experience in managing workload under time-critical situations.
- A broad knowledge of the School’s and University’s policies and procedures, particularly in relation to marketing matters or the ability to rapidly acquire knowledge.

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