POSITION DESCRIPTION

Position Title: Publicity and Events Coordinator
Organisation Unit: University of Queensland Press
Position Number: 3041190
Type of Employment: Full-time, fixed term (June 2019 – May 2020)
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 CWTS Leiden Ranking (32), the Performance Ranking of Scientific Papers for World Universities (43), the US News Best Global Universities Rankings (42), QS World University Rankings (48), Academic Ranking of World Universities (55), and the Times Higher Education World University Rankings (69). Excluding the award component, UQ is now ranked 45th in the world in the ARWU, and is one of the only two Australian universities to be included in the global top 50.

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 52,000-plus strong student community includes more than 16,400 postgraduate scholars and more than 15,400 international students from 135 countries, adding to its proud 250,000-plus alumni. The University has more than 6,600 academic and professional staff (full-time equivalent) and a $1.75 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 University of Queensland Press (UQP) was established in 1948 and is one of Australia’s oldest and most respected publishing houses. UQP enhances the success of the University of Queensland by its innovative philosophy and commitment to producing books of high quality and cultural significance. UQP books and authors have received national and international recognition through literary prizes, rights sales and writers’ festivals. We publish print and eBooks across a range of subjects, from literary fiction, general non-fiction and poetry, to children’s and young adult books and academic books in fields such as cultural studies, history and peace and conflict studies.

Information about UQP may be accessed at http://www.uqp.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

To promote UQP books and authors, deliver brand strategy, develop excellent industry and media relationships and build UQP’s market presence.

Duties

Duties and responsibilities include, but are not limited to:

- Develop and deliver tailored marketing and publicity campaigns (including author liaison to arrange media schedules, travel and accommodation bookings) for UQP titles and authors to maximise profile and audience.
- Write effective media and publicity content (e.g. media releases, newsletters, pitches, native digital content) and pitch to journalists and editors to leverage timely publicity.
- Develop reporting mechanisms to evaluate publicity campaigns against overall brand strategy and demonstrate value to authors, UQP colleagues and stakeholders.
- Provide UQP authors with media briefing, training and guidance around social media engagement, where required, ahead of publicity campaigns.
- Attend trade conferences, launch events and writers festivals, as required.
- Identify and leverage corporate sponsorship opportunities to support UQP’s core marketing activities.
- Support Manager to deliver Marketing, Sales and Publicity strategic priorities.
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 – Marketing, Sales and Publicity.
SELECTION CRITERIA

Essential

- A degree with substantial experience in marketing, communications or public relations; or an equivalent combination of relevant experience and/or education/training.
- Experience working as a publicist in an established publishing house in Australia or internationally promoting adult and children’s books.
- Excellent written and verbal communications skills.
- Extensive media contacts and demonstrated experience in developing and fostering high-level relationships with journalists and editors, including pitching and maintaining comprehensive media databases.
- Demonstrated experience in designing, delivering and evaluating effective marketing and publicity campaigns that integrate events, traditional and digital advertising, blogs and social media content.
- Demonstrated ability to organise and manage events with multiple stakeholders.
- Ability to identify corporate sponsorship opportunities and negotiate brand-aligned partnerships.
- Ability to maintain professionalism and attention to detail under pressure.
- Experience in the use of relevant computer applications in a network environment, including InDesign and HootSuite.
- Proven ability to prioritise own workload, work proactively and independently, and meet deadlines.

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 UQ Recruitment at recruitment@uq.edu.au