POSITION DESCRIPTION

Position Title: Senior Marketing and Communications Officer
Organisation Unit: Advancement
Position Number:
Type of Employment: Full time, Fixed Term (12 months)
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 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

ADVANCEMENT AT THE UNIVERSITY OF QUEENSLAND

Throughout its history, The University of Queensland has benefited from the support of its alumni and friends to enhance funding, deliver world-class research and allow students to reach their full potential. The St Lucia campus rests on land gifted through the Mayne siblings and the School of Veterinary Science continues to use farmland at Pinjarra Hills, donated to the University in the early 1920s. The modern research-intensive University is supported by a partnership of significant philanthropy and leveraged grants from the government.

As UQ moves into its second century, the University is committed to solidifying its reputation as one of the world’s pre-eminent public research universities. This involves strengthening our brand, improving our links with alumni and partners and promoting a strong culture of giving to significantly grow the sustainable level of philanthropic support the University receives annually. In line with this commitment the University launched its first major comprehensive campaign, Not if, When – The Campaign to Create Change in 2017, with the target of raising $500 million for strategic priorities aimed at empowering student success, transforming teaching and learning, and driving discovery and impact. To learn more about UQ’s campaign visit https://giving.uq.edu.au.

Advancement at UQ works in partnership with academic and professional colleagues throughout the University to increase engagement and to establish enduring relationships with key constituents including alumni, community, friends, organisations, trusts, foundations, industry and corporations. Under the leadership of the Vice-Chancellor, Deputy Vice-Chancellor (External Engagement) and Pro-Vice-Chancellor (Advancement), UQ Advancement is investing in a high performing team to partner with UQ academia to deliver new sustainable levels of philanthropic support.

Within UQ Advancement there are four primary portfolios:

The Development team leads UQ’s philanthropic engagement and fundraising efforts by heading fundraising programs and activities with a focus on individuals, trusts and private ancillary funds. The team fosters effective relationships with key stakeholders to promote UQ as a worthy destination for philanthropy.

The Alumni Relations and Engagement team provides leadership on alumni and donor engagement, fostering mutually beneficial life-long relationships between UQ and its 250,000+ alumni (50% of whom are living in Queensland and nearly 35,000 alumni are from abroad) while enhancing the brand, and raising the profile of UQ globally. The team promotes stronger connections through a range of high impact events, programs and services, professional networking and volunteer opportunities including engaging philanthropically with the University through the Annual Fund and Donor Relations program.

The Advancement Services team delivers data and gift services, manages the University’s customer relationship management system and oversees the University’s philanthropic financial processes. The team also provides services in constituent research, prospect management and analytics/reporting.
The **Global and Institutional Philanthropy** team provides comprehensive oversight of established and emerging institutional and international markets. Building upon a strong base of foundation and corporate philanthropic support, this team will also oversee priority, whole of UQ Advancement initiatives including entrepreneurship, student strategy programs, international fundraising market development, enhanced research partnership collaboration and UQ-related international foundation management.

UQ Advancement’s recently redefined values and strategic beliefs (below) guide day-to-day processes and behaviours, and will be reflected in all decisions and activities.

**UQ Advancement Values**

- We lead with excellence to achieve high quality results;
- We aspire to have the highest level of integrity in all we do;
- We do our best when working as a team;
- We have a commitment to innovation and continuous improvement;
- We create and celebrate a positive work culture.

**UQ Advancement Strategic Beliefs**

We believe:

- Philanthropy plays an essential and growing role in UQ’s ability to transform lives through education and research;
- High-quality, authentic and responsive relationship-building with key stakeholders is essential to achieving our goals;
- That our alumni and donors deserve a transparent and accountable approach to data, reporting, gift administration, investment and stewardship;
- That an adaptable approach strengthens our ability to be better colleagues and industry leaders;
- That the strongest advancement team will consist of individuals with a commitment to UQ’s mission and a passion for our work.

Further information about UQ Advancement can be found at: [www.alumni.uq.edu.au](http://www.alumni.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](http://www.uq.edu.au/current-staff/working-at-uq)
DUTY STATEMENT

Primary Purpose of Position

The Senior Marketing & Communications Officer supports the Manager, Marketing & Communications (Advancement), and works alongside the other members of the Marketing & Communications team, to help develop and deliver the annual plan for the department.

This position will be primarily responsible for written content creation such as feature articles, news items, media releases, and speeches, but will also require direct liaison with media and journalists to promote alumni achievements and announcements relating to philanthropy. The role will be varied and challenging and the successful candidate will also contribute to the strategy and delivery of a wider digital initiative and upcoming major philanthropic projects.

Duties

Duties and responsibilities include, but are not limited to:

- Initiate, research, write and edit feature articles, news items and other content for a range of print and electronic publications such as magazines, e-newsletters, electronic direct mail and websites;
- Fact-check and edit copy on a range of materials for Advancement and other areas as directed;
- Prepare speeches, speech notes, letters of congratulations and reports as needed for executive leadership;
- Oversee Advancement communications internally within UQ;
- Proactively orchestrate media opportunities and liaise with journalists in regard to announcements and stories related to alumni achievements and philanthropy at UQ;
- Assist with any philanthropic media enquiries received centrally or otherwise;
- Build productive relationships with staff from across UQ to proactively develop opportunities for marketing and communications collaboration;
- Consistently assess the effectiveness of the department’s communications;
- Assist the Manager with strategic planning over a number of marketing and communications areas;
- Ensure all Advancement marketing and communications are consistent with UQ brand guidelines.

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 role sits within Advancement’s Marketing and Communications department, which itself is one of a number of departments that form the Alumni Relations and Engagement portfolio. The other portfolios within central Advancement are Development, Advancement Services, and Global and Institutional Philanthropy.

Reports to
The position reports to the Director, Alumni Relations & Engagement, and the Manager, Marketing and Communications (Advancement), who will provide direction.

Key Internal Relationships
• The other departments within the Alumni Relations & Engagement portfolio;
• The other portfolios within central Advancement;
• Faculty and Institute Advancement staff;
• UQ’s central Marketing and Communications department.

SELECTION CRITERIA

Qualifications/experience

• Completion of a bachelor degree in Journalism, Communications or a related area, plus at least four years’ experience in marketing, communications and public relations;
• Experience in the production of high-quality marketing and communications materials for a higher education institution, industry or government agency. Experience in the philanthropy/charity sector will be highly regarded.

Knowledge and Skills

• Expertise in marketing, communications and media relations;
• Experience in generating publicity and liaising with journalists;
• Demonstrated expertise in feature and news article writing, digital content creation and media releases;
• Demonstrated expertise in speech writing;
• High-level proofreading and editing skills;
• High-level organisational and project management skills, including an ability to set, enforce and meet deadlines;
• Demonstrated experience in a range of digital platforms such as those that deliver EDM’s (knowledge of Vision6 is preferable but not essential), social media, CRM’s and other technology used for communication;
• Experience in the production of print and digital publications;
• An understanding of digital analytics and how to use tools such as those provided by Google and other platforms;
• Ability to liaise effectively with executives and other internal stakeholders;
• Knowledge of the higher education sector and the role philanthropy plays within institutions.

Personal Qualities

• Demonstrated commitment to client service;
• Ability to take initiative;
• Ability to work co-operatively and collaboratively;
• Well-developed interpersonal communication, negotiation and relationship-building skills and the ability to employ those skills to improve work processes in challenging situations;
• Ability to prioritise your own workload, to work independently and meet deadlines;
• High-level attention to detail;
• A strong client focus.

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 Brett Pelttari at central-hr-advisory@uq.edu.au.