POSITION DESCRIPTION

Position Title: International Marketing and Brand Coordinator
Organisation Unit: UQ International
Position Number: 3035740
Type of Employment: Full Time Fixed Term
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 (41), the US News Best Global Universities Rankings (45), QS World University Rankings (48), Academic Ranking of World Universities (55), and the Times Higher Education World University Rankings (65). 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 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 employs more than 6,600 academic and professional staff and has 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+

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 the Director’s Office (including International Admissions),
International Marketing and Recruitment, and Global Engagement.

Information for Prospective Staff

Information about life at UQ including staff benefits, relocation and UQ campuses is

DUTY STATEMENT

Primary Purpose of Position

This position plays a key role in coordinating all marketing support for UQ International’s
prospective student engagement activities undertaken by the International Marketing and
Recruitment team.

Duties

1. Briefing and management of all artwork design requests through The Office of
Marketing and Communications or outsourced design agencies.
2. Manage all international print production for collateral and merchandise, including
BPO.
3. Manage all recruitment team marketing support requests including:
   a. Agent advertisements
   b. Image / logo requests
   c. Event flyers
   d. UQ profile
4. Development of all collateral for events (eg. signage, presentations, advertisements).
5. Coordinate all international marketing photography requirements including photo
shoots, releases and library. Facilitation of all image requests / supply.
6. Design and editing of visual elements for international marketing collateral
   (infographics, reports, flyers, etc).
7. Develop and manage a database of testimonials which reflect the diversity of the
   student and alumni cohort.
8. Maintain currency of all communication and promotional tools such as presentations (agents / student / schools), signature blocks, pre-departure content, etc.
9. Coordinate production of all video requirements including talent coordination, story development.
10. Coordinate on-campus filming requests from external agencies (e.g recruitment agents, international media) for international student recruitment purposes.
11. Ensure all international marketing outputs adheres to brand guidelines and style guides.
12. Support (improvements to) work flow/team procedures (eg briefing process, forms, etc.)
13. Ensure all UQ marketing collateral is ESOS compliant including maintaining a record of all collateral produced across the University.

**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 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, International Marketing and Communications
SELECTION CRITERIA

Essential

- Qualifications equivalent to an undergraduate degree in communications, marketing, journalism or related field or equivalent experience.
- At least four years relevant work experience in a marketing and/or communications position in an organisation with an international focus.
- Demonstrated experience in end-to-end collateral production, including management of photography and videography.
- Demonstrated experience using the Adobe Creative Suite software, particularly Photoshop, InDesign, and PremierPro.
- Demonstrated organisational and project management skills with an ability to prioritise workload, work independently and take initiative within a collaborative team.
- Proven ability to develop and maintain effective working relationships with a broad range of internal and external stakeholders, as well as demonstrated ability to negotiate with and advise stakeholders.
- Proven ability to work collaboratively as part of a team, sharing knowledge, information and skills.
- Ability to apply policies, procedures and systems, and monitor consistent application of policies by other team members.

Desirable

- Knowledge of the higher education sector.
- Experience with content management systems (ideally Drupal), email marketing software and CRM systems.

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.