POSITION DESCRIPTION

Position Title: Senior Marketing & Communications Officer
Organisation Unit: UQ Business School
Position Number: NEW
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 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 $11 billion+ (see http://uniquest.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

UQ Business School’s mission is to cultivate courageous thinkers who empower future leaders to positively transform business and society.

The team of professional staff working at the UQ Business School prides itself on its collegial approach to working with all staff and students at the School, Faculty and University level. The individual staff members are highly motivated, accomplished and dedicated to providing a high level of service and favourable outcomes to all clients and stakeholders. If you join this team, you will be working in a supportive environment where personal and professional development are encouraged and you will be given every opportunity to excel.

Information about the Faculty and the School may be accessed on the Faculty’s web site at http://www.uq.edu.au/faculty-school.

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-ug

Primary Purpose of Position

The primary objectives of the Senior Marketing & Communications Officer are to initiate, produce and coordinate marketing and communications content for UQ Business School to showcase our programs, research impact, student and alumni achievements and industry partnerships.

Key Responsibilities
1. Project manage the implementation of campaign driven material (including mass media advertising, online marketing, digital content and social media).
2. Work with the wider team to implement marketing and communications activities in alignment with the operational plan.
3. Liaise daily with creative agency and monitor, measure and report on conversion rates and return on investment.
4. Assist with agency briefs, proof-reading copy, design checks, ensuring the UQ Business School brand is correctly reflected and maintained.
5. Manage, track and report on campaign and marketing budget and prepare financial documents for processing orders.
6. Support the team to develop and deliver engaging promotional materials and digital content such as brochures, newsletters, videos and website and social content.
7. Build effective relationships with staff from UQ Business School, alumni and industry to proactively identify marketing opportunities and strengthen the School’s profile.
8. Act as the primary editor for all communications content across UQ Business School marketing initiatives

9. Support Communications Manager with sourcing public relations and communications talent and stories as required.

10. Ensure all Business School content is on-brand, on-message, accurate and error-free.

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
- Working outside of standard hours of work will be required from time to time to attend relevant industry, student and alumni events.

Organisational Relationships

The position reports to the Senior Marketing and Communications Coordinator and has no direct reports.

Selection Criteria

1. Tertiary qualifications in Marketing, Communications or a related discipline with relevant experience in managing marketing and promotional content within a large organisation.

2. Demonstrated experience project managing large-scale advertising campaigns across outdoor, print and digital mediums (please include examples/links).

3. Excellent customer service and communication skills including the ability to develop close working relationships with a wide range of internal and external stakeholders.

4. Demonstrated experience in the development of marketing content and publications, videos, website content, digital marketing and social media.

5. Exceptional editing and proof reading skills with a great attention to detail.

6. Proven track record managing a complex advertising budget.

7. Extensive experience evaluating, reporting and initiating improvements to improve conversion rates and ROI.
The University of Queensland is an equal opportunity employer.

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 the contact person listed in the job advertisement.