POSITION DESCRIPTION

Position Title: Marketing and Communications Manager
Organisation Unit: Queensland Alliance for Agriculture and Food Innovation
Position Number: 3043011
Type of Employment: Full Time, Continuing
Classification: HEW 8

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 (43), the US News Best Global Universities Rankings (52), QS World University Rankings (47), 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 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 240,000-plus alumni. The University has about 7,000 academic and professional staff and a $1.8 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 Queensland Alliance for Agriculture and Food Innovation (QAAFI) is a research institute of the University of Queensland (UQ), supported by the Queensland Government through a core grant and research agreement with the Department of Agriculture and Fisheries (DAF). As one of the few research-intensive universities worldwide located in a subtropical environment, UQ is a global leader in agriculture and food science research in subtropical and tropical production systems. Agriculture-related research at UQ is consistently ranked among the best in the world. QAAFI’s vision is to improve the productivity, competitiveness and sustainability of tropical and subtropical food, fibre and agribusiness industries.

Information about QAAFI can be found on our web site at http://www.uq.edu.au/qaafi.

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

DUTY STATEMENT

Primary Purpose of Position

This position is primarily responsible for developing and implementing QAAFI’s communications and marketing activities to support the Institute’s enterprise and raise awareness of research capabilities, expertise and value to industry partners, government and the community.

Duties

Duties and responsibilities include, but are not limited to:

- Develop an expert understanding of the Institute’s research activities, its strategic objectives, its market position and the nature of the agriculture and higher education industries.
- In consultation with QAAFI Management, develop, implement and evaluate the effectiveness of a communications and marketing strategy that positively positions QAAFI and key stakeholders including UQ, government and industry.
- Source and coordinate sponsorship and engagement activities for the international research conference and satellite events, including TropAg and the AgFutures producer/agtech-focused conference.
- Effectively liaise with external stakeholders (the media, government, and the general public) to proactively identify media opportunities for QAAFI.
- Provide communications and marketing advice to the Management Team to increase opportunities for engagement with existing and potential stakeholders.
In consultation with the Institute Deputy Director and Finance team, manage the QAAFI Communications annual budget

- Manage and, where necessary, design and produce Institute promotional material including brochures, posters, flyers, promotional videos and useful templates for staff.
- Manage the coordination and planning of key stakeholder activities for QAAFI including key Institute events (e.g. Trop Ag)
- Oversees marketing and media for key industry and engagement events, such as the international TropAg conference
- Ensure that the Institute’s marketing activities complement those of the University and that UQ and stakeholder branding guidelines are upheld
- Ensure effective liaison with OMC and other UQ communications teams to deliver a ‘one UQ’ approach to communications, where appropriate.
- Oversees the production and distribution of the QAAFI’s publications and collateral for engagement activities.
- Supervise the QAAFI marketing and communications team and provide professional advice and guidance to team members.

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

The position reports to the Deputy Director, Strategy & Engagement

SELECTION CRITERIA

Essential

- Qualifications and training equivalent to a postgraduate degree related field; or an equivalent combination of extensive relevant experience and/or education/training.
- Demonstrated experience in planning, implementing and monitoring a communications and marketing strategy in a complex organisation;
- Demonstrated knowledge and understanding of new communications technologies and how they apply to strategic marketing and communications

- Ability to lead, motivate and train team members to establish priorities and manage competing deadlines for self and others

- Demonstrated experience in engagement with industry and in particular sourcing sponsorship arrangements.

- Ability to organise and complete multiple tasks simultaneously with close attention to detail and prioritisation to meet deadlines;

- Highly developed interpersonal skills, with the ability to communicate with diverse groups, both within the University and the broader community.

**Desirable**

- Experience in the field of higher education or research.

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.

This role is a full-time position; however flexible working arrangements may be negotiated.

**Accessibility requirements and/or adjustments can be directed to Cathy Baynham, HR Business Partner, Institutes at c.baynham@uq.edu.au**