POSITION DESCRIPTION

Position Title: Senior Manager, Marketing & Engagement
Organisation Unit: UQ Business School
Position Number: 3006787
Type of Employment: Full-time, fixed-term through November 2019
Classification: HEW Level 9

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://unquest.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.

For more information about UQ Business School, please visit www.business.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-ug

DUTY STATEMENT

Primary Purpose of Position

The Senior Manager, Marketing and Engagement is responsible for developing an overarching marketing and engagement strategy that builds on the success of UQ Business School. This position develops student recruitment and engagement strategies as well as manages sponsorship and industry partnership opportunities to enhance the reputation of the School and enrich the student and alumni experience.

Duties

Duties and responsibilities include, but are not limited to:

Promotion, Engagement & Recruitment Activities

- Responsibility for the development, management and maintenance of a strategic marketing and communication plan in consultation with the Head of School and School Manager.
- In conjunction with the School’s advertising agency, develop and implement advertising and digital engagement strategies and regularly report on results.
- Negotiate, develop and maintain strategies for corporate sponsorships.
- Develop industry partnerships to enrich alumni and student engagement initiatives.
• Support and advise senior Business School and Executive Education staff on matters relating to rationale and implementation of marketing programs and strategies.
• Develop and maintain long-term effective engagement of Alumni through ongoing promotion and retention projects, in liaison with the Faculty of Business, Economics and Law (BEL) and the UQ Alumni Office.
• Manage the public relations activities of the School and Executive Education unit, working closely with the UQ Office of Marketing & Communications (OMC) to raise the School's profile in domestic and international markets.
• Implement and manage market research data collection methods to enable strategic marketing plan development and regular marketing strategy evaluation.
• Manage the digital footprint of UQ Business School including all websites, social channels and online promotions.
• Represent the School on Faculty and University marketing committees and other committees as required.
• Manage and execute events to enhance communication and engagement for the School.
• Coordinate design and production of School marketing and promotional materials adhering to School and University policies and practices, including specific University and School design standards and conforming to external regulatory requirements.
• Liaise and coordinate activities with the BEL Faculty International Liaison Officer on international student recruitment and marketing strategies.

Financial & Staff Management

• Manage and track the School's marketing budget, making recommendations on priorities and expenditure.
• Coordinate the management of databases of (key) alumni, sponsors, industry and government networks.
• Supervise and manage the School's Marketing Team and staff associated with marketing, communication and promotion initiatives.
• Contract work to external agencies and suppliers as appropriate, ensuring deliverables are met.

Travel and After Hours Duties

• The Senior Manager, Marketing & Engagement will be required to work after hours and on weekends from time-to-time.
• Some domestic travel is required from time-to-time for key engagement initiatives.
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 School Manager, UQ Business School; and is responsible for the management of the School's Marketing, Communications and Engagement Team.

SELECTION CRITERIA

- Completion of a postgraduate degree in marketing, communications or related discipline, plus relevant experience and demonstrated team leadership in these areas; OR
  - Completion of an undergraduate degree in marketing, communications or related discipline, plus extensive experience in marketing and communications and demonstrated team leadership in these areas.
- At least six years’ experience in managing marketing and communications teams within a large organisation and the demonstrated ability to lead, inspire and motivate staff.
- Demonstrated ability to develop and implement marketing operational plans in line with the organisational strategy.
- Proven experience in managing successful large-scale advertising campaigns, with a comprehensive understanding of outdoor, print and digital media solutions and their application as well as reporting on results.
- Strong brand management skills with experience rolling out new brand guidelines across all platforms for a large organisation.
- Demonstrated business networking and negotiation skills with the ability to effectively build relationships with external organisations and senior management.
- Excellent communication skills, both written and oral, including the ability to deliver group presentations and chair large meetings as well as a strong focus on high-level customer service provision.
- Self-motivated with the ability to work under pressure, to adhere to strict deadlines, use initiative and to pay attention to detail.

The University of Queensland is committed to equity, diversity and inclusion.