POSITION DESCRIPTION

Position Title: Manager Communications
Organisation Unit: Institute of Continuing & TESOL Education (ICTE-UQ)
Position Number: 3035398
Type of Employment: Full time, Fixed term two years
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 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. In 2013, UQ attracted more Australian Research Council funding than any other Australian university or research body.

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 Australian Teaching and Learning Council Awards for Teaching Excellence 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, and a founding member of Universitas 21, an international consortium of leading research-intensive universities. UQ is also the largest university in Queensland.

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 215,000-plus alumni. The University has more than 7,000 academic and professional staff and a $1.6 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.

Organisational Environment

The Institute of Continuing & TESOL Education (ICTE-UQ) is a highly recognised and acknowledged provider of TESOL, Continuing Education and International Development projects and programs both in international and national contexts. ICTE-UQ activity includes the delivery of a wide range of English pathway programs, teacher training and international continuing education programs to more than 9000 international students, teachers, professionals, business personnel and visitors from over 105 countries annually. The Institute’s international development activity is extensive with delivery of more than 500 projects and programs in 80 developing countries throughout the Pacific, South-East Asia, the Indian sub-continent, and Africa. The Institute is involved in online training delivery and offshore training provision across the Institute’s extensive network of government, institutional and corporate partners. Project, course and program delivery is also supported by the provision of test administration, including the IELTS and Pearson tests, and extensive client and student support services.

The Institute is one of three divisions reporting directly to the UQ Deputy Vice-Chancellor/Vice President External Engagement and works in close collaboration with the UQ International Marketing, Recruitment & Admissions (IMR) and UQ Global Engagement (GE) divisions in contributing to the fulfilment of the University’s globalization, internationalisation and continuing education objectives in learning, discovery and engagement.

Information about the Institute may be accessed on the Institute’s website at www.icte.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

The University of Queensland Enterprise Agreement outlines the position classification standards for Levels A to E.
DUTY STATEMENT

Primary Purpose of Position

To develop an annual communications strategy for approval by the ICTE-UQ Executive and the subsequent implementation of the strategy through the writing, development, design, production and management of all marketing collateral, communication pieces and advertising, including the maintenance of the Institute’s website. The strategy will be multi-dimensional including internal communications, the broader UQ community and multiple offshore representatives and client partners.

Duties

Duties and responsibilities include, but are not limited to:

- Lead, develop and implement an Institute wide annual communications strategy for approval by the Executive.
- Manage and oversee the production of all print marketing materials including brochures, flyers, posters and banners.
- Manage and oversee the production of all Institute e-publications including the Institute Update, Representative and Partners Bulletin including researching and writing original material.
- Manage, maintain and monitor the Institute’s website including content management through superior writing, editing skills and multimedia content. Analysis and provide regular reports on website traffic and trends.
- Develop and implement online marketing campaigns using email and various social media platforms
- Generate ideas, story board and coordinate video / photographic shoots
- Manage the Institute’s publicity, advertising & website support budget in close consultation with the Manager Market Development and Deputy Director Market Development.
- Coordinate and prepare advertising copy and advertising design.
- Research and write original material for UQ publications including the UQ Annual Report, UQ International Guides, UQ International Representatives Bulletin, UQ International Update and the UQ Update.
- Liaise with UQ International Marketing, Recruitment and Admissions (IMR) and IQ Global Engagement (GE) on joint marketing/communications activities.
- Liaise with the UQ Office of Marketing & Communications (OMC), including graphic design, print production, web, photographic, media and advertising staff regarding communications strategy and adherence to UQ branding, corporate image and style guidelines.
- Coordinate and conduct focus groups on Institute promotional materials and website as required
- Submit monthly activity reports.
- Undertake other duties as required by the Manager, Business Development.
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
- all staff are expected to treat students and participants, including young learners, with respect and understanding and addressing their concerns at all times and must be familiar with ICTE-UQ’s child and youth policies which support the safety and wellbeing of children and young people in our care.

Organisational Relationships

The position reports to the Manager, Business Development.

SELECTION CRITERIA

Essential

- Degree level qualifications with subsequent relevant work experience; or an equivalent combination of relevant experience and/or education/training.
- Demonstrated knowledge of marketing and communication principles and the ability to be able to apply in a practical application.
- Experience in the design and implementation of a communication strategy.
- Superior writing skills and the ability to identify, research, write and edit copy for print and online
- A high level of computer literacy, keen eye for design and the ability to use a range of computer software packages including content management systems like Drupal, Microsoft Office, multimedia software and graphics software packages, such as Adobe InDesign, Photoshop and Vision 6 (or similar for the implementation of personalised email campaigns).
- Demonstrated ability with photography and multimedia production for the web, including video and podcasts.
- Demonstrated experience with the coordination, design and production of print and electronic marketing material, including brochures, flyers, posters, banners and e-newsletters.
- Ability to handle pressure, a high volume of work and the ability to multi-task are essential along with ability to work autonomously with minimum direction.

Desirable

- Knowledge of the higher education sector or ELICOS sector and the strategic requirements of a leading Group of Eight university are highly desirable
- Experience in video editing
The University of Queensland values diversity and social inclusion.

Employment opportunities are not limited by race, ethnicity, religion, disability, age, sexuality, gender or other protected attributes. Applications are encouraged from Aboriginal and Torres Strait Islander peoples. For further information please contact our Indigenous Employment Coordinator at: atsi_recruitment@uq.edu.au