POSITION DESCRIPTION

Position Title: Marketing and Communications Manager
Organisation Unit: Faculty of Medicine
Position Number: 3035301
Type of Employment: Full-time, Fixed-term until 31/01/2020
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 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.

Faculty of Medicine

The University of Queensland’s Faculty of Medicine is an internationally recognised provider of world-class education and research. The research-intensive Faculty has a gross budget of almost $300 million, employs approximately 1000 continuing and fixed-term staff (headcount), has a community of more than 4000 non-salaried academic appointees and around 3200 students (headcount).

The Faculty of Medicine offers Australia’s largest medical degree program for graduates and school-leavers. Undergraduate and postgraduate programs are available in the disciplines of Medicine, Health Sciences, E-Health, Mental Health, Biomedical Sciences and Public Health.

The Faculty possesses enormous strengths spanning research, teaching, industry engagement and clinical practice in disciplines ranging from the basic sciences, biomedical research and development, to clinical trials and public health. Research projects within the Faculty have already led to discoveries with far-reaching social and economic impacts, including the revolutionary Gardasil (TM) vaccine for cervical cancer (Professor Ian Frazer) and a drug discovery EMA401 (Professor Maree Smith), a first-in-class oral treatment for chronic pain which through Spinafex Pharmaceuticals led to Australia’s largest biotechnology commercialisation deal. Faculty staff include three highly cited authors, one Fellow of the Royal Society (FRS), three Fellows of the Australian Academy of Science (FAA) and 12 Fellows of the Academy of Health and Medical Sciences (AAHMS). The Faculty is a core member of Brisbane Diamantina Health Partners, the Brisbane-wide academic health science system.

Educational offerings in biomedical sciences, medicine and public health are informed and supported by research activity across a range of fundamental and clinical areas of importance including recognised strengths in cancer, skin diseases, brain and mental health, maternal and child health and genomics. Cutting-edge facilities such as the Herston Imaging Research Facility (HIRF), the UQ Centre for Clinical Research (UQCCR), our laboratories in the Translational Research Institute (TRI) and the new Centre for Children’s Health Research (CCHR) enable outstanding research outcomes and sharpen our understanding of cancer, autoimmunity, mental disorders, infectious diseases and neurological disease. Further details are available at www.medicine.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

DUTY STATEMENT

Primary Purpose of Position

The Marketing & Communications Manager will be responsible for the development and implementation of an annual marketing and communications strategy for key client groups
within the Faculty of Medicine and Biomedical Sciences. The position will offer strategic advice to School Managers, and Heads of School and/or other stakeholders within the allocated client group to deliver on their communication goals and broader strategic objectives.

Duties

Duties and responsibilities include, but are not limited to:

- Development and implementation of an approved annual marketing and communications strategy for the relevant client portfolio.
- Maintain effective relationships, attend relevant leadership meetings and partner closely with clients to develop an understanding of their activities and the environment in which they operate.
- Provide expert marketing and communication solutions to assist clients and the Faculty Advancement Team in achieving their objectives.
- Ensure the marketing and communications activities are aligned with the broader strategic objectives of the Faculty and University.
- Provide regular reports back to clients outlining relevant marketing and communications activity being implemented.
- Manage marketing and communication projects working collaboratively with a variety of internal and external stakeholders.
- Maintain and cultivate positive working relationships and offer excellent customer service to clients, the Faculty Advancement Team and with the University’s Office of Marketing & Communications.
- Effectively manage relationships with external suppliers such as writers, photographers, videographers, graphic designers and printers, in accordance with relevant policies and procedures.
- Identify, research, write and edit original material for various internal or external communications such as press releases, promotional material, reports, presentations, videos, newsletters and other marketing communications collateral.
- Design and/or coordinate the production of various internal or external marketing and communication material.
- Manage website development and maintenance for clients and provide the Digital Marketing Coordinator with guidance.
- Actively seek new content, make recommendations for improvements and guide stakeholders in the development implementation of change to new webpages.
- Assist the Media and Communications Manager in identifying and writing stories for internal and external communications.
- Coordinate the planning and running of events, working collaboratively with colleagues in the Faculty Marketing and Communications team and University Office of Marketing and Communications.
- Utilise emerging technologies and marketing tools to provide increased communication and engagement with key stakeholders.
- Oversee your client portfolio’s representation at key, university-wide marketing and promotional events such as Open Day, and TSXPO (where relevant).
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 of 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

This position reports to the Faculty Senior Manager, Strategic Marketing and Communications.
SELECTION CRITERIA

Essential

- A degree in communications, marketing or a related area with at least 4 years’ extensive relevant experience, or an equivalent combination of relevant experience and/or education/training
- The ability to develop an expert understanding of your client, its strategic objectives, teaching programs, research activities and organisational structure.
- Demonstrated success in developing and implementing marketing and communication strategies.
- Demonstrated experience in developing digital marketing campaigns
- Substantial experience in the development and preparation of complex electronic and print media.
- Demonstrated experience in project management and working in a high pressure environment, managing competing priorities and deadlines.
- An understanding of social media and experience using social media tools for external and internal communications.
- Well-developed written and oral communication skills and strong interpersonal skills including the ability to develop and maintain relationships with a variety of stakeholders
- Ability to exercise initiative and professional judgement.
- High level organisational and time management ability
- Ability to work both autonomously and collaboratively within a team as necessary with the ability to operate with discretion and confidentiality.
- Proven ability to provide a strong client focused approach.
- Possess a creative and innovative approach to projects and tasks.

Desirable

- An understanding of content marketing and digital story telling
- Demonstrated experience in working with e-technologies in a marketing context and a sound understanding of web tools and multimedia software such as Adobe (Photoshop, Premier Pro and InDesign) and Final Cut. Experience working within a University environment or a similar complex environment

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 med.hr@uq.edu.au.