POSITION DESCRIPTION

Position Title:        Senior Marketing & Communications Officer  
Organisation Unit:    Business School  
Position Number:      504769  
Type of Employment:  Full Time, Ongoing  
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 in the world’s top universities, as measured by several key independent ranking, including the CWTS Leiden Ranking (32), the Performance Ranking of Scientific Papers for World Universities (43), the US News Best Global Universities Rankings (42), QS World University Rankings (48), Academic Ranking of World Universities (55), and the Times Higher Education World University Rankings (69). Excluding the award component, UQ is now ranked 45th in the world in the ARWU, and is one of the only two Australian universities to be included in the global top 50.

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 52,000-plus strong student community includes more than 16,400 postgraduate scholars and more than 15,400 international students from 135 countries, adding to its proud 250,000-plus alumni. The University has more than 6,600 academic and professional staff (full-time equivalent) and a $1.75 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

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 Business School may be accessed on the School’s website at 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-uq

DUTY STATEMENT

Primary Purpose of Position

The Senior Marketing & Communications Officer’s objectives are to support the strategic marketing and communications initiatives for the Business School to showcase our brand, programs, research impact, student and alumni achievements and industry partnerships.

Key Responsibilities

Key responsibilities include, but are not limited to:

1. Support the Senior Marketing and Communications Coordinator, and wider marketing team, to develop and deliver engaging marketing materials and digital content initiatives that align with the operational and campaign plans (including mass media advertising, internal communications, digital content, videos, and social media).

2. Assist with creative agency management, including developing briefs, proof-reading copy and design checks. Liaise daily with agency personnel to monitor, measure and report on conversion rates and return on investment.

3. Support the Senior Marketing and Communications Coordinator to manage, track and report on the marketing budget and prepare financial documents for processing orders.
4. Support the implementation of the University brand to ensure all Business School content is on-brand, on-message, accurate and error-free.

5. Build effective relationships with staff from UQ Business School, alumni and industry to proactively identify marketing opportunities and strengthen the School’s profile and provide advice on the marketing and communications functions within the School.

**Other**

1. Event-related interstate and local travel may be required from time-to-time
2. After hours and weekend work from time-to-time
3. Ensure you are aware of and comply with legislation and University policy relevant to the duties undertaken, including but not exclusive to:
   a. the University's Code of Conduct
   b. 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
   c. the adoption of sustainable practices in all work activities and compliance with associated legislation and related University sustainability responsibilities and procedures
   d. 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 Senior Marketing and Communications Coordinator.
SELECTION CRITERIA

1. Undergraduate qualifications in Marketing or a related discipline; plus a minimum of three years proven experience in managing marketing content within a large organisation; or an equivalent combination of education/training and experience.

2. Experience in budget managing and 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. Extensive experience evaluating, reporting and initiating improvements to improve conversion rates and ROI.

5. Experience in the development of marketing content, including the development of publications, videos, website content, digital marketing and social media – including exceptional editing and proof reading skills with a great attention to detail.

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 Recruitment Services (recruitment@uq.edu.au).