POSITION DESCRIPTION

Position Title: Marketing Officer
Organisation Unit: Faculty of Business, Economics and Law
Position Number: 3031062
Type of Employment: Full-time, Fixed term 14 months
Classification: HU Level 5

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 our 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 Faculty of Business, Economics and Law (BEL) incorporates three schools – UQ Business School, the School of Economics and the TC Beirne School of Law – and two research centres – the Australian Institute for Business and Economics (AIBE) and the Centre for the Business and Economics of Health (CBEH).

With more than 450 staff and 12,000 enrolled students, including 5600 international students, the BEL Faculty is UQ’s largest.

The Faculty offers a wide range of undergraduate and postgraduate programs at the St Lucia campus. It also operates UQ Brisbane City, the University’s newest site in the heart of the Brisbane CBD. Home to students and professionals from select postgraduate programs and UQ Executive Education courses, UQ Brisbane City is a unique space where students, alumni, industry and government can create, connect and innovate.

The Faculty’s high-achieving students are taught by leaders in their fields, many of whom are renowned researchers and consultants to companies around the globe. Students can also connect with the Faculty’s award-winning Student Employability Team to increase their employability, access opportunities and manage their careers.

The Faculty boasts a global, tight-knit alumni network of more than 67,000. BEL alumni hold leadership positions in the private sector, in government and with not-for-profit organisations worldwide.

To learn more about the BEL Faculty, please visit https://bel.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

Primary Purpose of Position

To plan, coordinate and deliver marketing and communications activities, assets and campaigns, and marketing and team specific administrative tasks and duties.

Key Responsibilities

1. Liaise closely and build positive relationships with external suppliers, clients and staff at various levels across the Faculty, its functions and Schools to facilitate the efficient production of marketing and communications materials and digital assets in line with the UQ Brand Guidelines.

2. Coordination of ordering and processing branded student and corporate merchandise and gifts; including responsibility for invoicing, managing inventory and stocktake.
3. Coordination of collecting and maintaining an up-to-date and diverse range of student, donor, and alumni, etc. testimonials and profiles.

4. Coordinate, edit and publish photography and film/video productions and/or provide advice on photos/films produced on campus or off-site and subsequently manage databases.

5. Source and process quotations and subsequent invoices for seamless accounts processing.

6. Provide general project management assistance for both planned and ad hoc marketing activities and events.

7. Measuring and produce reports on results and feedback for publications, graduation surveys, events, advertisements and eDMs.

8. Assist the Graphic & Multimedia Designer with creating and/or editing artwork for both print and digital collateral during high volume periods.

9. Assist with planning, creating, writing, editing, maintaining and sourcing imagery for a wide range of planned and ad-hoc print and digital publications, eDMs, newsletters, invitations, programs, banners, and any other general collateral, including design and layout, production and distribution.

10. Maintain and manage a range of administrative marketing and team documents, and the Faculty’s digital screens to promote relevant student and staff information.

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 Marketing and Publications Manager and has no direct reports.
Selection Criteria

1. Completion of a degree in Marketing, Communications, Business or a related discipline and relevant experience; or an equivalent combination of relevant experience and education/training.
2. A good understanding and knowledge of marketing and communications techniques and methodologies.
3. Well-developed written, oral and interpersonal communication, negotiation and relationship building skills and the ability to appropriately self-manage and collaborate in challenging situations.
4. Demonstrated competence in managing time and administrative work including the ability to review work practices and update procedures and processes.
5. Knowledge of the use of a wide range of computer applications such as Microsoft Office Suite, Adobe Creative Suite, Vision6, Formstack and Drupal or the demonstrated ability to rapidly acquire such knowledge.
6. Basic graphic design skills.
7. Ability to prioritise own workload, work independently within a dynamic team environment, and meet deadlines.
8. Ability to take initiative, think proactively and be highly motivated.

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 hr@bel.uq.edu.au