

POSITION DESCRIPTION

Position Title:	Senior Marketing Coordinator
Organisation Unit:	Research Data Services
Position Number:	3067177
Type of Employment:	Fixed Term, Full Time
Classification:	HEW Level 8

THE UNIVERSITY OF QUEENSLAND

The University of Queensland (UQ) is one of Australia's leading research and teaching institutions. For more than a century, we have been bringing together outstanding educators, researchers and innovators – across a range of disciplines – to inspire the next generation and to advance ideas that can benefit the world.

Today, UQ is [ranked among the world's leading universities](#) and we are consistently recognised as one of the top 5 universities in Australia.

Each year, we teach around 55,000 students across 6 faculties, located at our 3 beautiful campuses at St Lucia, Herston and Gatton – as well as online. We aspire to broaden the knowledge and skills of these students, so that they're equipped to achieve their professional goals and make a positive contribution to our society, and the world.

The University is also home to 8 research institutes and more than 100 separate research centres with an interdisciplinary community of more than 1500 researchers, who have come to UQ from all over the globe. This outstanding community of researchers is continuing to build upon UQ's long and proud tradition of discovery science, invention, innovation, translation and commercialisation.

At UQ, we recognise that our people are our greatest asset. As such, we seek to recruit innovative people who are passionate about helping us to advance our mission and broaden our impact.

Our culture is built on the things that we value most highly – the pursuit of excellence; creative and independent thinking; honesty and accountability; mutual respect and diversity; and providing support for our people. Through the promotion of these values, we're creating a culture that encourages our people to bring their very best, authentic self when they come to work at UQ.

Organisational Environment

The Australian Research Data Commons (ARDC) is funded by the Australian Commonwealth Government. The funding has been provided through the National Collaborative Research Infrastructure Strategy (NCRIS) as part of the 2016 National Research Infrastructure Roadman.

The University of Queensland has been contracted by the Commonwealth Government to support the ARDC, along with the University of Melbourne, and Monash University. The

ARDC replaces three projects – ANDS through Monash University, NeCTAR through the University of Melbourne, and RDS through the University of Queensland.

Information for Prospective Staff

Information about life at UQ including staff benefits, relocation and UQ campuses is [available online](#).

DUTY STATEMENT

Primary Purpose of Position

The primary purpose of this role is to coordinate, implement and evaluate marketing campaigns and events to the highest standard.

The Marketing Coordinator is responsible for coordinating, planning and executing marketing campaigns and external and internal ARDC events/activities to the eResearch sector and research infrastructure and services providers. The role sits within the Communications team and will work across the ARDC with a range of internal and external stakeholders.

Duties

Duties and responsibilities include, but are not limited to:

Marketing & Communications

- Achieve operational objectives by deploying strategic marketing campaigns and communications, from ideation to execution
- Ensure the growth and expansion of products, services and events while building brand awareness
- Develop end to end campaigns, including advertising and promotional strategies, EDM development and audience segmentation
- Develop and implement effective and wide-reaching media and social media campaigns
- Manage and update company website and work with the team to improve website traffic and engagement
- Manage databases and use analytics and other data in support of strategic campaign development
- Analyse data to develop, optimise and report on marketing campaigns and increase user engagement.

Event & Stakeholder Management

- Implement the corporate events strategy by managing a variety of events end-to-end ranging from online webinars, to in-person or hybrid forums or conferences for internal or external stakeholders.
- Manage activation of sponsorship or partnership opportunities at conferences and events
- Prepare and manage all event marketing and communications and ensure partners and attendees have a high-quality experience, pre, during and post-event
- Coordinate suppliers, venue and event partners including liaison, briefings and managing logistical operations
- Production management including technical, speakers and venue liaison
- Assist staff to develop and deliver high quality, professional events
- Administrative duties related to the position
- Any other duties as reasonably directed by your supervisor

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

The position reports to the ARDC Manager, Marketing and Communications.

SELECTION CRITERIA

- Qualifications and training equivalent to an undergraduate or progress towards undergraduate qualifications in marketing or communications; and at least three years' experience in marketing; or and equivalent, alternate combination of relevant knowledge, training and/or experience
- Experience in the research, higher education or science sectors preferred but not essential
- Demonstrated experience in marketing, communications (including social media management), and events management (virtual and in-person)
- Demonstrated experience in developing marketing collateral
- Demonstrated experience in coordinating, implementing and evaluating digital marketing campaigns and recommending change
- Well-developed written and oral communication skills
- Excellent interpersonal skills and the capability to identify and foster key internal and external relationships with a number of diverse stakeholders
- Strong administrative and organisational skills, superior accuracy, and attention to detail as well as experience working to and meeting budgets and tight deadlines
- Strong analytical skills for planning, implementing and reporting on digital marketing
- The ability to work independently under limited direction, but also be a team player
- A high level of proficiency in Windows, MS suite, Google suite including Google Analytics, Google Ad words etc, social media analytics platforms, event registration platforms, webinar and video platforms, and experience with Salesforce or similar platforms.
- Commitment to upholding the University's values, and with the outstanding personal qualities of openness, respectfulness and integrity.

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](#) for further information and points of contact if you require additional support.

Accessibility requirements and/or adjustments can be directed to recruitment@uq.edu.au.