POSITION DESCRIPTION

Position Title: Marketing & Publications Manager
Organisation Unit: Faculty of Business, Economics and Law
Position Number: 3023557
Type of Employment: Full-time, fixed term for 12 months
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 CWTS Leiden Ranking (32), the Performance Ranking of Scientific Papers for World Universities (40), the US News Best Global Universities Rankings (42), QS World University Rankings (46), Academic Ranking of World Universities (54), and the Times Higher Education World University Rankings (66). 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 53,000-plus strong student community includes more than 16,400 postgraduate scholars and more than 17,000 international students from 135 countries, adding to its proud 260,000-plus alumni. The University has more than 6,600 academic and professional staff (full-time equivalent) and a $2.15 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+.

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 position is in the Marketing, Communications and Events (MCE) team within the Faculty of Business, Economics and Law (BEL). The Faculty incorporates the UQ Business School, the School of Economics, the Law School, the Australian Institute for Business & Economics (AIBE) and the Centre for the Business & Economics of Health (CBEH).

The Faculty has the largest population of domestic and international students within UQ. Students are enrolled in a myriad of single and dual undergraduate programs – either within the Faculty or across any of the other faculties – and many more postgraduate suites of programs.

Programs are offered at the St Lucia campus as well as offshore and in association with international education providers. The Faculty also offers a range of quality Executive Education and Professional Development programs.

Information about the Faculty may be accessed on the Faculty’s website.

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

To effectively manage the planning, creation and delivery of marketing solutions, with a strong focus on the production of collateral, publications, imagery, video and digital content in line with UQ’s brand guidelines. These solutions will align with the Faculty’s strategic objectives as well as those of the Schools and the wider-UQ, including UQ Marketing and Communications.

Duties

Duties and responsibilities include, but are not limited to:

- Develop and lead the production of creative marketing solutions to meet the objectives of the functions within BEL (e.g. the Schools, Advancement, International, Student Employability Team etc.)
- In consultation with the Senior Manager, Strategic Marketing & Communications, own the development and implementation of strategic marketing initiatives, plans and campaign-driven creative and content.
- Manage activity, production requirements and projects within agreed budgets and timelines, including engaging/interacting with external suppliers and agencies.
- Develop briefs, proof-read copy, undertake design checks and ensure UQ brand guidelines are correctly adhered to.
- Lead and plan photoshoots and video productions to ensure the Faculty has assets required for websites, campaigns, digital communications, publications etc.
- Lead integrated marketing and communications projects and as the project lead manage project outputs across the MCE team.
- Maintain strong and productive relationships, and provide information and advice to both internal and external stakeholders regarding BEL’s marketing and communications activity.
- Oversee the production and distribution of merchandise as well as print and digital materials including prospectus guides, e-newsletters, event collateral, invitations and brochures.
- Oversee the process of contributing to School and University marketing materials, including prospectus guides, brochures, newsletters and magazines.
- By acting as the brand custodian, maintain quality assurance standards for communications and brand work within BEL and the MCE team.

Staff Management and Administrative
- Undertake audits/de-briefs/evaluations of major tasks, projects, events to measure outcomes for future decision-making purposes.
- Manage, track and report on marketing budgets for areas of responsibility and prepare financial documents for processing orders.
- Supervise and manage the day-to-day operational activities of the Marketing Support Officer and the Graphic & Multimedia Designer, ensuring their workloads, nature of tasks/projects, timesheets and leave requests, training and development and general HR requirements are effectively managed and achieve strategic objectives.
- Conduct annual performance reviews and setting of annual goals and tasks for the Marketing Support Officer and Graphic & Multimedia Designer.
- Participate in relevant committees and working groups as required or directed by the Senior Manager, Strategic Marketing & Communications.
- Interact and share knowledge within the team to assist in the development of work priorities, plans and approaches.
- Ensure all marketing and communication material is accurate and that it complies with UQ brand guidelines and accepted publication and digital standards, and where applicable with the identity of the BEL Faculty.

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.
- 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 Senior Manager, Strategic Marketing and Communications.
SELECTION CRITERIA

- Undergraduate qualification in Marketing, Communications, Business or a related discipline; plus a minimum of five years proven experience in a marketing and communications environment within a large organisation; or an equivalent combination of education/training and experience.
- Relevant knowledge and proven recent experience in marketing, communications and related activities, including publications, the implementation of marketing plans and strategies, with a strong emphasis on production, proof reading and editing.
- Experience in planning and coordinating video and stills shoots, working with production crews and producing engaging video content.
- Knowledge of, or ability to quickly acquire knowledge of, the Faculty and University structure, policies, procedures and programs.
- Experience in supervising and providing professional guidance and support to staff, or the ability to rapidly gain these skills, and a willingness to further develop leadership skills.
- Exceptional project, budget and time management skills with the ability to prioritise a high volume of briefs and to meet deadlines, as well as the ability to respond flexibly to the requirements of a complex organisation and generate solutions that meet management requirements.
- Excellent interpersonal and communication skills including the ability to influence and develop close working relationships with a wide range of internal and external stakeholders.
- Ability to use judgment, act independently and take initiative with minimal direction, yet work effectively as part of a management team and be highly motivated.
- Expertise in providing and receiving marketing briefs and an understanding of associated processes to execute a brief such as graphic design, print production and supplier management.
- High level of computer skills in Microsoft Office (PowerPoint, Excel, Word and Outlook), email and graphic design with the ability to quickly learn new programs.
- Demonstrated attention to detail and high level of accuracy.

Desirable

- Knowledge of the higher education sector.

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.

This role is a full-time position; however flexible working arrangements may be negotiated.

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