



POSITION DESCRIPTION

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| Position Title: | Marketing and Engagement Officer (Recruitment) |
| Organisation Unit: | Faculty of Humanities and Social Sciences |
| Position Number: | 3026448 |
| Type of Employment: | Full Time, Fixed Term |
| 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 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 (60). 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://uniquet.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 Humanities and Social Sciences (HASS) is a large comprehensive Faculty with a broad academic profile and substantial research achievements. The Faculty Office is based at the St Lucia campus in the iconic Forgan Smith building adjacent to the Great Court of the University. The current Executive Dean is Professor Julie Duck who is Acting in the role following the transition of Professor Tim Dunne to a Pro-Vice-Chancellor position in the Office of the Provost.

The Faculty comprises seven Schools (Communication & Arts; Education; Historical & Philosophical Inquiry; Languages & Cultures; Music; Political Science & International Studies; Social Science), two research Institutes (Institute for Social Science Research; Institute for Advanced Studies in the Humanities), two museums (Anthropology Museum and the RD Milns Antiquities Museum), a new Faculty Centre for Policy Futures, and several school-based research centres. The Faculty is also host to the Institute for Modern Languages and the Confucius Institute. The Faculty offers a broad range of programs to a large cohort of international and domestic students, with 850 research higher degree students, approximately 1,500 students in postgraduate coursework degrees and close to 8,000 undergraduates.

There are over 300 academic staff across the Faculty, making it one of the largest in Australia. One indicator of the Faculty's standing in the disciplines that we research is membership in the learned academies, where UQ can proudly claim 33 members of the Australian Academy of the Humanities and 50 members of the Academy of Social Sciences in Australia.

Teaching in the Faculty is underpinned by substantial research performance and several specialized fields of research were judged at the highest level (5 ranking) in the 2015 Excellence in Research Australia (ERA) round. These fields include Specialist Studies in Education; Political Science; Cultural Studies; Literary Studies; History and Philosophy of Specific Fields. Overall, HASS returned outputs to 21 disciplinary field codes, where 90% were rated above (4 ranking) or well above world standard (5 ranking). This is indicative of high quality and capacity in research.

These research achievements internationally are reflected in the 2017 Leiden rankings (based on impact, not reputation), where the Humanities and Social Sciences at UQ ranks 16th in the world on the quantum of publications in ranked journals, placing us first in Australia and in the Oceania region (for the full data-set see <http://www.leidenranking.com>).

The quality of our overall Faculty's performance is also evident in the QS World University Rankings for 2017 which places Social Sciences/Management at UQ at 39th in the world, and Humanities at 50th in the world. This data can be accessed at: <http://www.topuniversities.com/faculty-rankings>.

More information about the Faculty can be accessed at <http://www.hass.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 and Engagement Officer (Recruitment) assists the Manager, Marketing and Engagement and International Development Manager to develop and implement effective marketing and student recruitment strategies and campaigns that promote academic and research programs offered by the Faculty of Humanities and Social Sciences.

Duties

Duties and responsibilities include, but are not limited to:

- Contribute to the development, implementation and evaluation of faculty marketing strategies and campaigns.
- Coordinate the Faculty's involvement in university-wide promotional and marketing activities (such as Open Day, TSXPO, Guidance Counsellors Conference, Young Scholars Program, Postgraduate Advice Night, OP Advice Night)
- Manage the HASS Student Ambassador program and liaise with a range of internal clients such as School Managers, OMC representatives, OPSSE staff, and students.
- Provide support to Faculty marketing campaigns run in the CRM (Eloqua)
- Contribute to the development, implementation and evaluation of social media and digital marketing campaigns.
- Support the International Development Manager in a variety of local, international and online marketing and student recruitment activities.
- Develop domestic and international marketing materials (flyers, online communications, PowerPoint presentations and merchandise/gifts).
- Develop and maintain content for the Faculty of Humanities and Social Sciences website ensuring that this presence complies with University web policy and vision, and supports business operations. This includes writing and developing content for university-wide sites such as Future Students.
- Analyse data through analytical tools (CRM, Google Analytics) to provide key marketing insights
- Prepare content and liaise with external agencies (such as graphic design, print production, relevant website, photographic, media and advertising staff) from brief through to print and delivery of print content.
- Develop advertising materials for publications, including the sourcing of material, copy writing, management of the design, approvals and despatch of materials.
- Coordinate and implement special marketing projects as required.
- Assist with other marketing, communication or research student recruitment as required by the Manager, Marketing and Engagement.

Travel and Out of Hours Work

- Attend programs and/or functions outside normal business hours if required.
- The position is primarily based at St Lucia.
- Travel to career events and expos may also be required

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

This position reports to the Manager, Marketing and Engagement.

SELECTION CRITERIA

Essential

- A degree in marketing, communications or a related discipline with subsequent relevant experience or an equivalent combination of relevant experience and/or education/training.
- Demonstrated experience in developing or implementing marketing and/or social media campaigns.
- Demonstrated experience in event management, including planning, administration and liaising with internal and external stakeholders.
- High level written and oral communication skills including the ability to write content for publications, advertisements, social media, the web and an ability to undertake public speaking roles.
- Experience in using IT programs including the Adobe Creative Suite, Microsoft Word, Vision 6, Drupal or other content management systems.
- High level organisational skills and the ability to prioritise and meet deadlines whilst demonstrating accuracy and strong attention to detail.
- Effective interpersonal communication skills including the ability to develop relationships with staff at all levels and work collaboratively.

Desirable

- Knowledge of and experience in the higher education sector.
- Experience in student recruitment.

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 the contact person listed in the job advertisement.