Position Description

Title: Portfolio Partner
HEW Level: Level 8

Faculty/Office: Group Marketing

Department/Team: Strategy & Portfolio Partner Team
Date: January 2017

Position Purpose: To partner with clients in the development and implementation of marketing plans and campaigns aligned to university marketing strategies.

ORGANISATIONAL CONTEXT

The Office of the Deputy Vice-Chancellor (DVC), Corporate Engagement and Advancement is accountable for achieving the strategic goals for the University with regard to corporate engagement, advancement and the Macquarie University brand.

The portfolio includes:

- Group Marketing who manage and promote the University's brand, reputation and achievements. It supports the University in delivering programs that differentiate the University’s brand and drive growth in our domestic and international market across all student cohorts.
- The Office of Advancement who lead and support the University’s fundraising and alumni relations endeavours.
- Corporate Engagement who identify, develop and grow relationships with local, national and international corporate partners to support University goals.
- Future Students who develop and implement strategies and initiatives aimed at attracting and converting domestic undergraduate and postgraduate coursework students.

The Strategy & Portfolio Partner team is responsible for creating purpose in communications and ensuring cumulative stories are told with consistency. The team engages with the whole university to create aligned marketing strategies, prioritised content and activity calendars.

ORGANISATIONAL CHART
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<tr>
<th><strong>KEY ACCOUNTABILITIES</strong></th>
<th><strong>POSITION CONTEXT</strong></th>
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<tbody>
<tr>
<td>• Partner with clients to develop, implement and review marketing plans, campaigns and initiatives aligned to university marketing strategies to enhance the University's brand health</td>
<td><strong>Reports to:</strong> Senior Portfolio Partner</td>
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| • Build and manage relationships with key internal stakeholders to identify market differentiators, positioning and develop priorities and annual activity plan | **Positions Reporting to:**
| • Develop strategies and design distinctive propositions aimed at maximising target audience responsiveness to the University’s offerings and activities | Direct: nil
| • Manage the planning, implementation and review of client marketing projects | Indirect: nil
| • Manage and monitor client marketing budgets | **Key Direct Clients:**
| • Collaborate with relevant specialist marketing teams to implement aligned strategies aimed at maximising their impact | • Director, Strategy & Portfolio Partners
| • Provide expert marketing advice and support to clients aligned to organisational objectives and the Macquarie Identity | • Executive Group
| • Contribute to the development, documentation and implementation of processes for alignment of strategy and activities across the University | • Heads of Office
| • Comply with relevant EEO and WHS regulations | • Faculty General Managers
| • Perform any other duties as required and appropriate for this classification | • Faculty Recruitment Managers
| • Develop and/or modifies programs, processes, systems and/or policies that may impact University-wide projects, process improvements and/or initiatives. | **Problem solving**
<p>| <strong>Scope and autonomy</strong> | Draws on own knowledge, experience and expertise to identify, develop and implement new initiatives, processes and programs. |</p>
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<tr>
<th>COMPETENCIES</th>
<th>ATTRIBUTES</th>
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<tr>
<td>Planning and Execution: Managing time and resources to complete tasks and achieve objectives</td>
<td>Resilience: Dealing effectively with and recovering quickly from setbacks or pressure</td>
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<td>Analysis and Judgement: Evaluating information and data to solve problems and make decisions</td>
<td>Perseverance: Persevering despite obstacles to ensure tasks are completed</td>
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<td>Organisational Agility: Navigating the University’s systems and structures to achieve objectives</td>
<td>Accountability: Assuming responsibility for making decisions and delivering agreed outcomes</td>
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<td>Communication: Effectively grasping and conveying ideas and concepts to others</td>
<td>Flexibility: Responding effectively to unexpected or changing circumstances</td>
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<td>Service Focus: Making students, staff, key contacts and their needs a priority</td>
<td>Assertiveness: Being willing to openly express ideas and opinions and justify these when questioned</td>
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<td>Relationship Management: Establishing effective working relationships with others</td>
<td>Interpersonal Impact: Making a positive impression on others in a range of interpersonal contexts</td>
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<td>Influence and Persuasion: Gaining other people’s buy-in and engaging their support</td>
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**REQUIRED KNOWLEDGE**
Qualifications, technical and/or professional skills and information needed from day one for successful performance.
Degree and/or equivalent experience in marketing or related discipline
Knowledge of core marketing functions, frameworks, models and approaches
Computer skills including Microsoft Office and internet

**ACQUIRED KNOWLEDGE**
Organisational and/or professional skills and information to be developed within the first 3 to 6 months in the role for successful performance.
Knowledge of the office’s functions and structure
Knowledge of the office’s policies, systems, processes and procedures
Knowledge of how the University works and how relevant functions across the University interrelate

**KEY EXPERIENCES**
Practical experiences and exposure to specific environments or activities related to successful performance.
Building and managing relationships and partnerships
Working in a marketing role in a large organisation
Experience developing and implementing marketing campaigns
Strong project management experience
Ability to manage multiple projects concurrently