**POSITION DESCRIPTION**

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| **Position Description Classification Approved** | **Date** |
| Human Resources Branch | 19/6/2024 |

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| **POSITION DETAILS** |  |
| **Position Title:** | **Marketing and Communications Coordinator (Operations)** |
| **Position Number:** |  |
| **Classification:** | HEO6 |
| **Faculty/Division:** | Division of External Engagement |
| **School/Branch:** | Marketing |
| **Reports to (position title):** | Senior Marketing Coordinator |
| **Delegations:** | N/A |
| **Special Conditions:** | * Reasonable workplace adjustments will be made for people with a disability
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| **Significant Working Relationships:** | * Divisional Leaders
* Marketing management team and branch
* Faculty academic and professional staff
* University marketing network
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| **POSITION SUMMARY** |
| The University of Adelaide is a large and successful university in Australia’s Group of Eight research intensive universities distinguished by its international reputation and commitment to innovation and excellence in research and teaching. The Division of External Engagement supports the growth and success of the University through the development of partnerships and delivery of engagement programs that enhance reputation, grow revenue, and create positive, lasting change in the communities where the University engages. A hub of connectivity for transformative collaboration, the Division is the custodian of brand, reputation and relationships and champions of the University’s ability and potential to achieve impact and influence across research, education and engagement. The Division comprises Marketing, Advancement, Media & Corporate Relations, Future Students, Global Engagement and Children’s University. The Division oversees strategy and delivery of the University’s key services in domestic and international student recruitment, admissions, global engagement, alumni relations and philanthropy, media and corporate communications and industry and government partnerships and volunteers, among many others.  The Marketing branch provides leadership in positioning the University of Adelaide within the higher education sector, both in Australia and globally; and contributes significantly towards the University’s financial targets through driving student revenue generation, reputation development and relationship building. The Marketing branch is responsible for strategic marketing, communications and events that enhance the University of Adelaide’s brand, increase engagement and ensure business sustainability through generating student demand. The branch delivers a suite of effective marketing services.Reporting to the Senior Marketing Coordinator, the Marketing and Communications Coordinator (Operations) offers marketing and communications support, aids in the development and execution of faculty marketing and communication plans and ensures the delivery of targeted advertisements and appropriate content across various multimedia platforms. This role ensures compliance with university brand standards and tone of voice while working collaboratively across the Division of External Engagement and faculties to align and enhance marketing and communication efforts. Additionally, the Coordinator acts as a direct liaison between branches within the Division and the Marketing branch, specifically concerning creative assets, collateral and marketing advice and support. |

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| **KEY RESPONSIBILITIES** |
| Marketing Operations | * Support Divisional marketing relationships with corporate partners and agencies to ensure a mutually beneficial relationship for all.
* In consultation with the Head of Marketing Operations and Projects / Senior Marketing Coordinator, support operational and marketing requirements and develop creative communications that deliver required messages in compliance with university policy, including adhering to university brand standards.
* Working collaboratively with External Engagement teams, develop appropriate written content for communication channels and develop compelling copy for brochures, publications, online platforms, promotions, email and other marketing collateral as required.
* Support the creation of content and key messages for advertising and campaign opportunities.
* Support in writing and coordinating paid media briefs for the University’s ad media agency.
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| Marketing Content and Communication | * Support the planning, delivery and evaluation of faculty marketing and communications projects and services in compliance with University Brand Standards.
* Develop and support faculty marketing and communication plans to ensure the delivery of targeted and appropriate content to internal and/or external audiences.
* In consultation with the Faculty Marketing Manager, support faculty marketing strategies and business plans.
* Have an evidence-based approach in using evaluation metrics to determine the effectiveness of marketing communication projects and content to support the delivery of targeted, measurable, and interactive marketing of faculty products and services, and prepare reports with recommendations to support continuous improvements in faculty marketing activities.
* Working closely with the Faculty Marketing Manager, develop and support faculty relevant crisis communication plans and activities.
* Conduct marketing research to gather relevant data which will inform the development of marketing and communications strategies and plans
* Participate in faculty business and strategic planning as required.
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| Relationship management | * Develop and maintain effective relationships with Divisional and faculty stakeholders.
* In all interactions model a responsive, customer focused service and performance driven culture.
* Actively contribute to building and maintaining a service and innovation culture that delivers on stakeholders’ expectations and reflects our institutional value of excellence.
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| Marketing and Media Research and Management | * Support plans for new marketing and media opportunities and support the schools, centres, and research areas with their marketing requirements.
* Work closely with the University’s media team to promote the faculties research and academic achievements.
* Identify and monitor key researchers and academics across the faculty to showcase and look for opportunities to promote and enhance their standing and experience.
* Support the optimisation of content for its intended use across print and digital mediums and platforms and key university brand elements are used consistently on visual communication materials.
* Monitor and evaluate trends in communications in the University sector.
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| Other reasonable duties commensurate with classification level. |

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| **PEOPLE MANAGEMENT RESPONSIBILITIES** |
| * N/A
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| **CAPABILITIES AND BEHAVIOURS** |
| Use the [Capability Dictionary](https://www.adelaide.edu.au/hr/ua/media/1605/rec-core-capability-dictionary.pdf) to identify the capabilities associated with the classification of this position. Staff are required to read and understand the capabilities and associated behaviours that align with the classification of this position. |

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| **UNIVERSITY EXPECTATIONS** |
| Staff are required to read, understand and comply with all University policies, procedures and reasonable direction, whilst demonstrating professional workplace behaviours in accordance with the University’s Code of Conduct |

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| **STAFF VALUES AND BEHAVIOUR FRAMEWORK** |
| Our culture is one that welcomes all and embraces diversity consistent with our [Staff Values and Behaviour Framework](https://www.adelaide.edu.au/hr/organisational-development/university-values) and our Values of integrity, respect, collegiality, excellence and discovery. We firmly believe that our people are our most valuable asset, so we work to grow and diversify the skills, knowledge and capability of all our staff. |

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| **SELECTION CRITERIA** |
| **Knowledge and Experience:**1. Demonstrated experience in writing creative and compelling copy across a range of channels and for a range of audiences, including demonstrated editing sills with a high level of attention to detail.
2. Providing support with campaign management and execution especially across digital mediums and social media platforms with an emphasis on understanding and development of key target markets and business improvements.
3. Demonstrated knowledge of marketing theory and experience in the implementation of marketing activities and communication projects related to the higher education sector.
4. Demonstrated experience in initiating, planning, and organising work and evaluating and monitoring effectiveness, interpreting and delivering advice in relation to policies and procedures.
5. Challenge oneself and strive for continuous improvement while supporting colleagues to meet and exceed performance expectations.
6. Demonstrated ability to promote the organisational values of integrity, respect, collegiality, excellence and discovery, and a commitment to positively comply with the associated behaviour expectations.

**Qualification/s:*** A marketing and/or communications degree with subsequent relevant experience, or an equivalent combination of relevant experience and/or education training.
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