

POSITION DESCRIPTION

Position Title	Director, Student Recruitment, Marketing, & Media		
Functional Area	Student Recruitment, Marketing, & Media		
Reporting To	Chief Operating Officer		
Appointment Level	SM1	Number of Direct Reports	5
Position Number	TBA	Delegation Band	TBA

THE UNIVERSITY OF CANBERRA

The University of Canberra is a young University anchored in the national capital and works with government, business, and industry to serve our communities and nation. The University of Canberra challenges the status quo; always pursuing better ways to teach, learn, research, and add value – locally and internationally.

Our purpose is to provide education which offers high quality transformative experiences; to engage in research which makes a difference to the world around us; and to contribute to the building of just, prosperous, healthy, and sustainable communities.

Our [purpose and values](#) are the heart of this university. They describe our core identity: who we are and how we behave at the University of Canberra. They were developed by our people for our people.

GALAMBANY

Together we work to empower, connect and share knowledge with our people, cultures and places.



PORTFOLIO & BUSINESS UNIT OVERVIEW

The Operations Portfolio is led by the Chief Operating Officer and includes People & Culture, Campus Estate, Finance & Analytics, IT & Cyber Security, Student Recruitment, Marketing & Media, and Legal & Policy functions. Support is delivered by the Office of the Chief Operating Officer. The Portfolio's effectiveness as a group of critical service delivery functions is integral to the University's operational effectiveness.

The newly structured Operations Portfolio is essential to the University's overall success delivering academic and professional excellence in teaching, learning and research. The Portfolio's collaboration with colleagues in faculties as well as the Education & Research and Vice-Chancellor portfolios ensures we can deliver clear access to essential services required by faculties, students and the wider University community. Our services span the University, and we work as one team to collaborate and deliver integrated solutions for UC. The Portfolio is committed to providing professional expertise to the University in a constructive and proactive manner to enable delivery of UC's strategic outcomes.

The Student Recruitment, Marketing, & Media function brings together key expertise to attract, engage, and enrol a diverse and talented student body through innovative marketing strategies, effective recruitment practices, and dynamic media engagement. We aim to enhance the institution's visibility and reputation, fostering a vibrant academic community. Our approach aims draw the attention of prospective students from various backgrounds by showcasing the unique strengths and opportunities our institution offers. Through targeted marketing campaigns, we highlight our academic programs, campus life, and support services, ensuring that our message reaches a broad and diverse audience.

POSITION PURPOSE

The Director, Student Recruitment, Marketing & Media is responsible for leading and managing the University's brand, marketing strategies, student recruitment, admissions, media and communications services.

The Director position is responsible for the strategic direction of the University's domestic and international student acquisition journey, from brand awareness through to enrolment, working with the faculties and other key stakeholders to ensure achievement of load targets.

The Director will work closely with senior management, faculty, and external stakeholders to enhance the University's market position and deliver high-quality services.

PRIMARY RESPONSIBILITIES

Reporting to the Chief Operating Officer, the Director will be responsible for:

1. **Marketing and Brand Management**
 - Lead the marketing team to deliver initiatives across various channels.
 - Set strategic direction for marketing and brand activities, including creative execution and social media.
 - Manage the marketing budget and provide reporting on activities.
 - Develop and implement annual strategies for brand marketing, web and digital presence, and social media.
 - Engage with ACT government, local institutions, and events to maximize brand exposure.
 - Lead strategic partnership marketing arrangements domestically and internationally.
2. **Student Recruitment and Admissions**
 - Drive the strategic direction of student recruitment, admissions, and international scholarships.
 - Ensure alignment with university priorities and targets.
 - Lead the development and continuous improvement of recruitment and admissions processes.
 - Manage relationships with international agents and external stakeholders.
3. **Media & Communications**
 - Develop and deliver the university's strategic media and communications agenda.
 - Maintain relationships across the media landscape and manage the university's reputation.
 - Oversee the production of multimedia content and manage social media channels.
4. **Leadership and Collaboration**
 - Provide leadership and expertise in marketing, recruitment, and admissions.
 - Collaborate with internal and external stakeholders to achieve university goals.
 - Ensure compliance with university policies and legislative requirements.
 - Lead and motivate staff, ensuring they have the necessary skills and tools.
5. Other duties as required, appropriate to the classification level.

Key Capabilities	Descriptors
1. Leadership	<p>1.1 Proactively addresses challenging issues and takes responsibility for seeing issues through. Assist team members to recognise barriers and overcome them.</p> <p>1.2 Connects the University Strategy with the Portfolio and reinforces connections with other staff.</p> <p>1.3 Builds and communicates a clear and compelling path for others to choose to be committed and engaged.</p> <p>1.4 Champions and role models effective change while working to engage and enthuse others to embrace a vision of change.</p> <p>1.5 Showcases diverse voices and perspectives and seeks and values unique contributions and promotes accessibility to all.</p>
2. Citizenship	<p>2.1 Upholds, demonstrates, and promotes the university's purpose and values.</p> <p>2.2 Promotes diversity of thought and creates an inclusive workplace where people feel a sense of belonging.</p> <p>2.3 Looks beyond own point of view to consider needs of others and looks for opportunities to create belonging, support reconciliation, diversity, and inclusion.</p> <p>2.4 Manages accessibility concerns to promote equity.</p>
3. Effective Communication	<p>3.1 Adjusts message and delivery appropriate to audience.</p> <p>3.2 Listens authentically to others to understand content and context and effectively communicates ideas.</p> <p>3.3 Produces accurate and effective information in a timely and efficient manner.</p> <p>3.4 Influences and negotiates persuasively.</p> <p>3.5 Builds cultural competence and adaptive communication skills.</p>
4. Collaboration	<p>4.1 Connects and collaborates with our community.</p> <p>4.2 Looks beyond self and immediate team to add value to the whole University.</p> <p>4.3 Authentically and meaningfully connects with people who are different to self.</p> <p>4.4 Is open to a variety of ideas, experiences, and styles.</p> <p>4.5 Develops relationships with external parties. Seeks and acts on opportunities to connect external parties and partners to the University.</p>
5. Delivers results	<p>5.1 Delivers on agreed outcomes and escalates issues as appropriate.</p> <p>5.2 Responds to changing circumstances and priorities.</p> <p>5.3 Identifies opportunities to improve processes and takes opportunities to problem solve to deliver outcomes.</p>
6. Business Acumen	<p>6.1 Understands the purpose of own position and how this contributes to the objectives of the University.</p> <p>6.2 Manages resources effectively.</p> <p>6.3 Understands the commercial context the University operates in.</p>
7. Service	<p>7.1 Delivers seamless customer focused service underpinned by simplified and efficient processes.</p> <p>7.2 Understands and anticipates the needs of our students and partners and can convert these into commercial outcomes.</p>
8. Digital Literacy and Innovation	<p>8.1 Incorporates digital literacy skills into own learning and the learning of others e.g., students, peers, supervisees.</p> <p>8.2 Appreciates the legal, ethical and security guidelines in the management, access and use of data.</p> <p>8.3 Isn't afraid to have an impact. Inspires others to be innovative. Is brave, stirs curiosity and shares ideas and discoveries that shape our future.</p> <p>8.4 Demonstrates the ability to work fluently across a range of tools platforms and applications to achieve complex tasks.</p> <p>8.5 Demonstrates the capacity to adopt and develop new practices with digital technology in different settings; to use digital technologies in developing new ideas, projects, and opportunities.</p>
9. Work Health & Safety	<p>9.1 comply, so far as you are reasonably able, with any reasonable instruction that is given by the University to comply with the WHS Legislation.</p> <p>9.2 cooperate with any reasonable policy or procedure of the University relating to health or safety at the workplace that has been notified to workers.</p> <p>9.3 assume any additional duties as outlined in the WHS Procedure: Resources, Responsibility and Accountability.</p>

Note: This position requires a skill level that assumes knowledge or training equivalent to graduate qualifications, or extensive relevant experience, or an equivalent combination of relevant experience and/or education/training.