



Make
it matter.

POSITION DESCRIPTION

Director Marketing and Content

Faculty/Division

Division of Soc Imp, Eq & Eng

Classification Level

Professional TFR

Hours & Span (Category)

G - Administrative, Clerical, Computing, Professional & Research Staff

Position number

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Shiftwork status

NOT SHIFTWORKER

Allowances

Click or tap here to enter text.

On call arrangements

Click or tap here to enter text.

Original document creation

1 September 2024

Position Summary

The Marketing & Digital Experience portfolio has been established to enhance UNSW's global brand reputation, create sharper brand distinctiveness, amplify UNSW's globally renowned expertise across societal impact framework themes, and support the university to realise the ambition of its new 'Progress for All' strategic plan.

Striving to be at the forefront of marketing and digital experience leading practice, the team instils audience centricity and leverages UNSW's Adobe and Sales CRM investment to deliver deeper personalized relationships through sophisticated marketing, content, data, digital experience and student recruitment functions, to support UNSW's commercial and societal impact outcomes.

The Marketing & Digital Experience portfolio has four pillars: Marketing & Content, Digital Experience, Strategy & Performance, and Future Student Recruitment, with offshore China and India operations also reporting into the portfolio.

The Director Marketing & Content carries overall responsibility for the design and delivery of the University's Marketing & Content strategy in support of the University's purpose, objectives and strategy as outlined in UNSW's Strategic Plan.

The Director is responsible for enhancing UNSW's global brand reputation and distinctiveness, and modernising UNSW's marketing and content model for a digital first world. This key role is responsible for Marketing and Content across priority audiences including Future Students through the attraction and

recruitment of undergraduate and postgraduate domestic and international students, across UNSW's seven faculties, as well as support UNSW to expand its reach into lifelong learning and transnational education.

This position will liaise with various stakeholders to facilitate marketing and content strategies and executional plans that are in alignment with business objectives and operational budgets and underpinned with an evidence-based approach. They will be accountable for supporting the Executive Director, Marketing & Digital Experience in developing and delivering a highly detailed and integrated Marketing & Content Strategy.

The Director Marketing & Content reports to the Executive Director, Marketing & Digital Experience and has 6-7 direct reports.

Accountabilities

Specific accountabilities for this role include:

- Provide direction and leadership of the Marketing & Content team, creating a respected and valued service that is customer-focused, commercially oriented unit, championing a data-led with demonstrated commitment to collaboration, excellence and continuous improvement, evolving marketing creativity in line with global best practise.
- The protection and enhancement of the University's brand and reputation domestically and internationally, across all audiences.
- Lead global marketing and content strategy and implementation to support the University's societal impact focus, research amplification, student attraction, recruitment and engagement, and reputation enhancement.
- Lead the development and management of the University's externally facing marketing and content strategies and operations to deliver superior, contemporary, integrated, and consistent and optimised overall marketing and content.
- Leadership across of a broad portfolio including strategy and execution of marketing and content campaigns, social media and news & content. In addition, management of the internal design and visual content studios and external agencies.
- Create compelling marketing and content strategies based on evidence, research and customer insights which establish UNSW as the leading destination for Domestic and International prospective students and delivers long term teaching revenue growth for UNSW.
- Effective marketing and content strategies to capitalize on new market, new channel and new product opportunities and support societal impact and commercial opportunities in Domestic and International markets.
- Drive evidence-based decisions through deep expertise on international and domestic market dynamics, audience perception and behavioural insights, competitor performance, omnichannel digital marketing analytics and always on market smart insights.
- Lead UNSW's Marketing and Content operating model transformation for a digital first world, including a leading practice content supply chain; including the development of key constituent strategies and journeys, their effective targeting, and communications.
- As part of the Marketing & Digital Experience Leadership team contribute to the operational management of the Digital Marketing Technology (Adobe) and Sales CRM (MS Dynamics).
- Lead the Brand Governance committee with responsibility for Content Governance, QA, risk and reputational management in addition to general brand advice.

- Ensure the development of a high-performing, diverse and inclusive team of marketing, digital, data and content professionals, including team capability upskilling to support digital operating model transformation.
- Manage agency partners, overseeing scope and reviewing opportunities to optimise agency models and improve ways of working to maximise value creation. Maintain strong professional relationships with creative and media agencies, managing and optimize performance, including supporting an annual review process.
- Significant budget management responsibility; effective and efficient resource management to maximise University outcomes in line with strategy, on time and within budget, delivering improved ROI and ensuring agility to respond to changing market needs.
- Development and maintenance of highly effective and collaborative relationships with the University Executive and Senior Leaders, to ensure strong internal partnerships and consistent engagement with the University's external environment.
- An understanding of and commitment to UNSW's aims, objectives and values in action, together with relevant policies and guidelines.
- Knowledge of health & safety (psychosocial and physical) responsibilities and commitment to attending relevant health and safety training.

Skills and Experience

- Sophisticated, mature leadership and management experience within highly complex service-focused organisations, relevant to the high-profile nature of the role externally and the oversight of a large marketing and content team internally.,
- A relevant degree with extensive experience in marketing, content and campaigns, or an equivalent level of industry knowledge gained through any other combination of education, training, and experience.
- Higher education experience and knowledge of the best international practice in higher education and marketing.
- Deep expertise with high-profile, blue chip brands, with a demonstrated successful record of leadership in providing strategic direction and overseeing delivery/execution in evidence-based brand development, marketing, content, digital, media and sponsorship, in large, diverse, and complex professional services organisations.
- Strong commercial acumen and understanding of sales and marketing performance levers, with an ability to set targets, plan complex work plans and review return on investment. Proven track record in financial/budget management, effective resource management and strategic prioritisation to maximise impact.
- Substantial leadership and management experience relevant to the high-profile nature of the role externally and the oversight of a large marketing and content team.
- Outstanding written and verbal communication skills and the proven ability to articulate complex information clearly and succinctly.
- Advanced stakeholder management and relationship development skills, and ability to lead, manage and motivate individuals, teams, and agency partners.

- Extensive experience in managing agency partners.
- Significant experience of building organisational capacity, operating model transformation and successfully embedding a high-performance culture that has delivered long-term outcomes in a major institution of comparable complexity.
- Knowledge of the expectations of successful shared services in an organisation which functions on a decentralised model.
- An understanding of and commitment to UNSW's aims, objectives and values in action, together with relevant policies and guidelines.
- Knowledge of health and safety responsibilities and commitment to attending relevant health and safety training

Pre-employment checks required for this position

- Verification of qualifications

About this document

This Position Description outlines the objectives, desired outcomes, key responsibilities, accountabilities, required skills, experience and desired behaviours required to successfully perform the role.

This template is not intended to limit the scope or accountabilities of the position. Characteristics of the position may be altered in accordance with the changing requirements of the role.