

## Marketing Advisor

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<b>College/Division</b>	Division of Future Students
<b>School/Section</b>	Office of Marketing
<b>Location</b>	Burnie / Launceston / Hobart / Sydney
<b>Classification</b>	HEO7
<b>Reporting line</b>	Reports to Director, Strategic Marketing Projects

### Position Summary

The University of Tasmania is building a vision of a place-based University with a mission to enhance the intellectual, economic, social and cultural future of Tasmania, and from Tasmania, contribute to the world in areas of distinctive advantage. The University recognises that achieving this vision is dependent on the people we employ as well as creating a people-centred University that is values-based, relational, diverse, and development-focused.

We are seeking to appoint a Marketing Advisor in the Office of Marketing is part of the Division of Future Students. The Office of Marketing leads and manages the University's brand marketing activities, supporting the overarching objectives of the University Strategic Plan.

The Marketing Advisor will provide high level support to the Director, Strategic Marketing Projects across a wide range of marketing activities. The Marketing Advisor will assist in the preparation of lead generation and conversion plans, working closely with marketing, division and college teams. The incumbent is responsible for the development, implementation and evaluation of marketing plans, and provides strategic and tactical advice relating to marketing activity to stakeholders.

The incumbent brings industry knowledge and awareness of emerging trends and issues across the portfolio.

**We are an inclusive workplace committed to 'working from the strength that diversity brings' reflected in our Statement of Values. We are dedicated to attracting, retaining and developing our people and are committed to inclusive principles. We celebrate the range of diverse assets that gender identity, ethnicity, sexual orientation, disability, age and life course bring. Applications are encouraged from all sectors of the community. Tell us how we can make this job work for you.**

### What You'll Do

- Coordination of Marketing activity in the execution of the annual marketing plan
- Coordinate marketing activities as part of the overall marketing plan. Undertaking tracking and analysis of lead and marketing activity using data to inform future decision making.
- Assist the Marketing Office in the management, development and production of all marketing materials within timeframes including publications, reports and other marketing specific promotional materials.
- Develop and maintain effective professional working relationships with multiple stakeholders to effectively manage expectations, including College, Division and Academic staff, partner agencies and suppliers.
- In conjunction with the Director, Strategic Marketing Projects and relevant University staff, provide strategic marketing advice regarding lead generation, conversion, websites and publications, particularly the student facing content, ensuring they are regularly updated, aligned with the University brand, build reputation and are in compliance with University visual standards.



- Coordinate the delivery of high-quality marketing collateral and stakeholder communications including print, electronic and social media in line with marketing plans.
- Ensure all marketing activities align with the University of Tasmania Strategic Plan and organisation marketing strategies.
- Undertake other duties as assigned by the supervisor.

### What We're Looking For (success criteria)

- Completion of a degree and experience in marketing or a related area (e.g. communications, media, public relations or journalism) or relevant marketing experience.
- Proven ability to manage projects and concurrent priorities, as well as work independently and apply continuous improvement principles.
- Demonstrated marketing and communication skills as evidenced by professional marketing plans, high quality publications, advertising and publicity material. This includes copy writing (for diverse audiences), proofing, editing and the management and production processes for print and digital communications.
- Proven problem solving and analytical skills with high attention to detail.
- Flexibility and responsiveness to changing priorities and a proven capacity to perform well in a pressure environment.
- Excellent written, oral and interpersonal communications skills including the ability to communicate and present effectively to both small and large groups, and with a diverse range of people and organisations at all levels.
- Competence with a range of computer applications including Microsoft Office (Word, PowerPoint, Excel) internet browsers, email etc.
- Demonstrated familiarity with, or knowledge of, issues facing the tertiary education sector.

### Other position requirements

- Current Working with Vulnerable People registration or to be obtained
- Regular travel may be required between campuses to deliver Marketing services

### University of Tasmania

The University of Tasmania is an institution with an enduring commitment to our state and community, and a strong global outlook. We are committed to enhancing the intellectual, economic, social and cultural future of Tasmania. Our [Strategic Direction](#) strongly reflects the University community's voice that our University must be place based but globally connected as well as regionally networked and designed to deliver quality access to higher education for the whole State.

We believe that from our unique position here in Tasmania we can impact the world through the contributions of our staff, students and graduates. We recognise that achieving this vision is dependent on the people we employ, as well as creating a university that is values-based, relational, diverse, and development-focused.

More information:

<https://www.utas.edu.au/jobs>

<https://www.utas.edu.au/careers/our-people-values-and-behaviours>

*The intention of this position description is to highlight the most important aspects, rather than to limit the scope or accountabilities of this role. Duties above may be altered in accordance with the changing requirements of the position.*

