

Marketing Officer

College/Division	Student Services and Operations
School/Section	Office of Marketing
Location	Burnie / Launceston / Hobart
Classification	HEO 5
Reporting line	Reports to Director, Marketing (Marketing Services)

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, contributing 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 Officer in the Office of Marketing, as part of the Students Services and Operations Division. The Office of Marketing leads and manages the University's brand and product marketing activities, supporting the overarching objectives of the University Strategic Plan.

The Marketing Officer will provide support to the Director, Marketing across a wide range of marketing activities in the Marketing Services team. The position is active in the facilitation, implementation, and evaluation of marketing activities, and provides information on tactical execution relating to future student's awareness and evaluation of our courses.

The Marketing Officer works with the Director, Marketing to ensure campaigns are developed and executed in line with the strategic direction of the University.

The applicant 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

- Facilitate and evaluate College marketing campaigns to drive applications to the University.
- Assist the Marketing, Director in the management, development, and production of marketing materials within agreed timeframes including publications, merchandise, reports, and other marketing specific promotional materials.
- Ensure all marketing collateral and the website is current and aligned to brand and content frameworks.
- Coordination of marketing activity in the execution of the annual and overall marketing plans.
- Ensure campaign materials are audience aligned and meet the quality standards of the University.
- Foster relationships with both internal and external stakeholders.



- Receive and deliver briefs from and to internal and external stakeholders and assist with workflow traffic within the Office of Marketing.
- 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 (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 high quality email publications, advertising, and publicity material.
- Demonstrated experience in writing, editing, and proofreading product marketing collateral.
- 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), Teams, SharePoint.

Other position requirements

- Demonstrated familiarity with, or knowledge of, issues facing the tertiary education sector.
- Proficient in editing websites and knowledge of Squiz for effective content management an advantage.
- Current Working with Vulnerable People registration or to be obtained.

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.

Check out more here:

<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.

