

Marketing Officer

College/Division	Division of Future Students
School/Section	Office of Marketing
Location	Burnie / Launceston / Hobart
Classification	HEO5
Reporting line	Reports to Head of Brand

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 Officer 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.

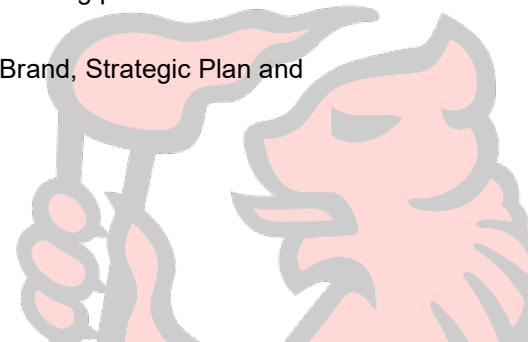
The Marketing Officer will provide support to the Marketing Services Team across a wide range of marketing activities as directed by the Marketing Services Manager. The Marketing Officer will assist in the execution of marketing activity. The incumbent is responsible for the implementation of marketing plans and provides input relating to marketing activity planning.

The incumbent brings a service and solutions focused mindset to work in a team environment delivering to a shared strategy.

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

- Coordinate marketing activities as directed by the Marketing Services Manager delivering to the overall marketing plan.
- Assist the Marketing Services Manager in the tracking and analysis of load and marketing activity using data to inform future decision making.
- Assist the Marketing Services Team in the management, development and production of marketing materials and activities within agreed timeframes including publications, market research, events, merchandise, reports, and other marketing specific promotional materials.
- Foster relationships with internal and external stakeholders as directed by the Marketing Services Manager.
- Coordinate the delivery of high-quality marketing campaigns, collateral and stakeholder communications including print, digital and social media in line with marketing plans and as directed by the Marketing Services Manager.
- Ensure all marketing activities align with the University of Tasmania's Brand, Strategic Plan and organisation marketing strategies.



- Undertake other duties as assigned by the Marketing Services Manager.

What We're Looking For (success criteria)

- Completion of a degree and/or relevant experience in marketing or service delivery.
- Proven ability to manage projects and concurrent priorities, as well as work independently and apply continuous improvement principles.
- Proven problem solving and analytical skills with high attention to detail.
- 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.
- Flexibility and responsiveness to changing priorities and a proven capacity to perform well in a pressure environment.
- Competence with a range of computer applications and marketing platforms, with a focus on email platforms and management of digital assets. (HTML and/or web editing experience will be highly regarded).

Other position requirements

- Current Working with Vulnerable People registration or to be obtained
- Demonstrated familiarity with, or knowledge of, issues facing the tertiary education sector.
- 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.

