Associate Director, Brand and Performance Marketing
Brand and Performance Marketing Group
Division of Marketing and Communication

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<th>Classification</th>
<th>Level 10</th>
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<td>Delegation Band</td>
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<td>Workplace Agreement</td>
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Our University Values

**Insightful**
Understanding people and the world

**Inclusive**
Stronger together

**Impactful**
Outcome driven

**Inspiring**
Leading for the future

Our Core Competencies

Charles Sturt University (CSU) staff are expected to demonstrate the following competencies:

**Set Direction and Deliver Results**
- Creating and innovating.
- Delivering results and meeting customer expectations.
- Entrepreneurial and commercial thinking.

**Collaborate with Impact**
- Relating and networking.
- Working with people.
- Persuading and influencing.

**Lead Self and Others**
- Adhering to principles and values.
- Deciding and initiating action.
- Adapting and responding to change.
Division of Marketing and Communication

The Division of Marketing and Communication plays a lead role in positioning Charles Sturt University as the dominant higher education provider in our regions. The function is forward-thinking and results-driven, and is comprised of a Market Strategy and Partnering Group, Brand and Performance Marketing Group and Sales and Customer Experience Group. The Division’s overarching purpose is to work with partners to create a transformational brand promise, product portfolio and experience that works to attract and engage students, staff, alumni and community.

Professional behaviours important to the Division include: Respect; Integrity; Accountability; Openness and Transparency; Responsiveness; and Collegiality.

Organisational Chart

Reporting Relationships
This position reports to: Executive Director, Marketing and Chief Marketing Officer
This position supervises: Senior Manager, Content and Marketing
Digital Performance Manager
Marketing Projects Officer

Key Working Relationships
- Director, Market Strategy and Partnering
- Associate Director, Sales and Customer Experience
- Project and Planning Manager

Position Overview
The Associate Director, Brand and Performance Marketing is responsible for driving the design and development of commercial and innovative marketing strategies via:

- Overall leadership and alignment of an experienced Marketing Operations management team
• Brand and campaign strategy best practice and innovation
• Creating sophisticated customer segmentation, targeting and personalisation
• Digital strategy transformation and integration across all marketing operations
• Strategic partnership and sponsorship negotiation, strategy and marketing alignment across the University
• Major University event negotiation, strategy and delivery oversight

Principal Responsibilities

• Lead the development and implementation of a best practice and highly effective marketing strategy and delivery operation for the University.
• Provide leadership and oversight of best practice customer, brand and campaign strategy and execution to ensure delivery of the University’s growth targets.
• Lead and oversee the transformation of the digital marketing strategy and integration University wide, including all paid, owned, earned and shared digital channels.
• Lead the strategic development of University brand reputation and customer experience through major event negotiation.
• Oversee marketing technology, automation strategy and innovation across the Division and University more broadly.
• Lead the design and implementation of new capabilities in Marketing Operations and project management to enable the effective and timely delivery of growth solutions.
• Foster and develop the specialist marketing expertise within and across the teams.
• Partner and collaborate with the University’s Senior Leadership Group to provide evidence-based marketing communications and delivery to support the overall brand and market strategy.
• Partner and collaborate with external stakeholders, industry and targeted organisations to build overall marketing capability for the Division and University.
• Contribute to the University’s key strategic plans with particular focus on operational excellence and student experience.
• Lead Marketing and Recruitment projects and/or programs, ensuring governance requirements are adhered to and project outcomes align with strategic organisational goals.
• Lead the staff of the group, fostering a positive workplace culture and a continuous improvement environment.
• Facilitate cooperation within and between organisations. Promote the reciprocal sharing of information to build knowledge.
• Other duties appropriate to the classification as required.

Physical Capabilities

The incumbent may be required to:

• Work in other environments beyond the Division such as other campuses as well as possible car and air travel. It will include work with a diverse range of staff, students and community members.

• On occasion drive a university vehicle distances up to 500kms per day within the terms of the University’s Driver Safety Guidelines and Policy available at https://policy.csu.edu.au/document/view-current.php?id=184.
Selection Criteria

Applicants are expected to address the selection criteria when applying for this position:

**Essential**

A. A relevant postgraduate degree, and experience and expertise in the management of significant human and material resources; or relevant postgraduate qualifications and experience or expertise in the provision of strategic policy advice affecting the direction of the University; or an equivalent level of knowledge gained through any other combination of education, training and/or experience in innovative marketing, brand and communication strategies, negotiation, development and delivery.

B. Demonstrated experience in a leadership role in providing strategic direction and management of brand management, marketing campaign execution and customer segmentation.

C. Demonstrated ability to work with complexity and ambiguity, show tenacity and resilience in striving for goals and in seeking creative, innovative and sustainable long term solutions to achieve the University's strategic plan.

D. Exemplary leadership ability to communicate the University's vision and strategic direction, establish a performance orientated culture and drive accountability.

E. Outstanding interpersonal skills, including conflict resolution, tact and discretion; capability to negotiate outcomes with stakeholders and achieve results in an environment that is characterised by competing expectations and views, given the diverse context in which the University operates; and ability to readily adapt communication approaches with changing audiences.

F. Ability to demonstrate drive and integrity through a strong commitment to actions and taking responsibility for role modelling the professional behaviours important to the Division: Respect, Integrity, Accountability, Openness & Transparency, Responsiveness, Collegiality.

**Desirable**

G. Depth and breadth of experience within the Australian higher education sector.
Information for Prospective Staff

Your Application

E-recruitment is the method by which CSU manages its recruitment processes and it is preferred that all applications be lodged using this method. Please refer to www.csu.edu.au/jobs/.

If intending applicants are unable to access this website, please contact the HR Service Centre on 02 6338 4884.

Staff Benefits

CSU is committed to providing an employment environment that fosters teamwork, innovation, reflective practice, continual learning, knowledge sharing and opportunities for staff to achieve their full potential. CSU is committed to providing a flexible working environment that encourages employees to live a balanced lifestyle, combining work and family responsibilities.


Essential Information for Staff

- All employees have an obligation to comply with all the University’s workplace health & safety policies, procedures and instructions and not place at risk the health and safety of any other person in the workplace;

- All employees are required to be aware of and demonstrate a commitment to the principles of equal opportunity in the workplace;

- All employees are to ensure the creation and maintenance of full and accurate records of official University business adheres to the University’s Records Management Policies; and

- All employees are expected to undertake an induction program on commencement.

Further information regarding the policy and procedures applicable to Workplace, Health and Safety and Equal Opportunity can be found on the CSU website http://www.csu.edu.au/division/hr/.

Further information regarding the policies and procedures of CSU can be found in the CSU Policy Library at: https://www.csu.edu.au/about/policy.

The following links are listed from CSU Policy Library on relevant specific policies:

- Code of Conduct
- Staff Generic Responsibilities Policy
- Delegations and Authorisations Policy
- Outside Professional Activities Policy
- Intellectual Property Policy