

Details

Area	Partnerships Portfolio
Team	Marketing/ Faculty Marketing
Location	Flexible, all campuses
Classification	HEW level 8
Reports to	Manager, Marketing (SEBE)

Deakin

Deakin is a Victorian university with a global impact. We are agile and innovative, and committed to making a positive impact through our excellence in education and research and the contributions we make to the wider community.

Our reputation has been built on the dedication and expertise of our staff. We offer a dynamic, diverse and inclusive working environment with opportunities to grow and develop careers. We believe that a progressive, thriving culture will ensure people choose to come, and stay at Deakin and contribute to our ongoing success.

As one of Australia's largest universities, Deakin has strong global linkages, world-class research and an education portfolio that blends the best of campus and digital delivery into a highly supportive and personalised student experience.

We offer outstanding education founded on the experience we create for our learners and guided by graduate outcomes for successful lives and careers. We undertake globally significant discovery research that benefits our communities through the innovative translation of our ideas into new services, products, policies and capabilities.

Deakin campuses sit on Wadawurrung, Wurundjeri, and Eastern Maar Countries, and the University acknowledges, values and deeply respects its connection with the Traditional Custodians and Elders past and present of these lands and waterways. Deakin is the most popular university destination in Victoria for Aboriginal and Torres Strait Islander students and has a rich history of supporting the ambitions of First Nations students, including through the NIKERI Institute (formerly the Institute of Koorie Education).

Deakin aspires to be Australia's most progressive university, with the principles of diversity, equity and inclusion underpinning our approach to education, research, employability, digital delivery, innovation, and partnerships for impact. Our vision is for an inclusive environment where we value and celebrate diversity, embrace difference and nurture a connected, safe and respectful community. We want Deakin to be a place where all staff and students feel included and respected for their unique perspectives and talents.

[Strategic Plans – Deakin 2030: Ideas to Impact](#)

[Benefits of working at Deakin](#)

Overview

The Senior Coordinator, Marketing Projects (SEBE) is responsible for the management and execution of strategic marketing and communication initiatives aimed at enhancing undergraduate and postgraduate recruitment for the Faculty of Science, Engineering, and Built Environment (SEBE). This role involves project management, stakeholder engagement, process improvement, and adherence to brand guidelines, ensuring that all marketing efforts align with both faculty objectives and broader university goals. The Senior Coordinator will work closely with Manager, Marketing (SEBE), internal stakeholders and the wider Marketing Division to deliver impactful marketing campaigns and initiatives, both domestically and internationally.

Reporting to the Manager, Marketing (SEBE) this role will:

- Lead the development, coordination, and execution of marketing projects that promote SEBE courses and programs, ensuring timely delivery and alignment with strategic objectives.
- Manage project budgets, ensuring efficient use of resources and adherence to financial guidelines.
- Lead cross-functional teams in the successful execution of marketing projects, ensuring seamless collaboration and effective communication.
- Act as the primary liaison between faculty stakeholders and the wider Marketing Division, facilitating effective communication and collaboration on marketing initiatives.
- Prepare regular reports on project outcomes, including key performance metrics, ROI, and other relevant data to inform future strategies.
- Ensure that all marketing materials and communications adhere to university brand guidelines and effectively communicate the SEBE brand identity.
- Coordinate process improvement initiatives, working closely with team members to optimize workflows and deliverables.
- Provide guidance and mentorship to other marketing staff across the team, fostering a collaborative and high-performance work environment.
- Liaise with faculty stakeholders to manage the creation and refinement of strategic Faculty presentation templates for international promotions, ensuring consistency and professionalism.
- Support the launch and ongoing management of the International Product Marketing Program, ensuring alignment with global recruitment goals.
- Manage the Faculty's representation at recruitment events, including Open Day, in collaboration with the Future Students team.
- Oversee the planning and implementation of new course launch briefings and messaging workshops, ensuring all stakeholders are aligned and prepared.

Accountabilities

- Actively engage with a diverse range of stakeholders, analyse problems and weigh up a range of options to negotiate inclusive and accessible solutions. Implement solutions, evaluate effectiveness and adjust actions as required.
- Continually evaluate progress and re-prioritise work based on changing needs and strive for excellence and effectively overcome barriers to achieve outcomes. Monitor progress and risks, adapt personal and team priorities and plans as required.
- Encourage and coach others to question traditional assumptions, review practices and policies and draw on a range of information sources to identify new ways of doing things and ways of being inclusive.
- Promote teamwork across functions to support the achievement of goals and set a positive example of achievement and inspire others to succeed with ethics.
- Actively promote and drive inclusive change using broad influencing skills to gain support and overcome barriers to generate enthusiasm about change.
- Understand and integrate perspectives held within different areas of the University and put plans in place to build collaboration. Proactively build mutually beneficial, ethical alliances and develop common goals with others.
- Use understanding of the customer context to tailor services and advice and ensure a high-quality outcome. Improve service provided through addressing customer feedback and setting service standards
- Use understanding of individuals to get the best learning outcomes for the person and organisation and take time to apply relevant learning in day to day operations and set high standards for performance through continuous learning.

Selection

- Postgraduate qualifications or progress towards postgraduate qualifications and extensive relevant experience (Marketing, Communications, Business, or a related field); or
- Extensive experience and management expertise; or
- An equivalent combination of relevant experience and/or education/training
- Experience in marketing or communications, preferably in an education or higher education setting.
- Proven experience in managing marketing projects from conception to completion with the ability to manage multiple projects simultaneously.
- Experience in international marketing and product launches is highly desirable.
- Knowledge and proficiency in digital marketing tools and platforms.
- Data-driven mindset with strong analytical and reporting capabilities.
- Strong understanding of branding and content management.

Capabilities

- **Leads Culture** creates transparent, engaged and inspiring cultures, leads culture change.
- **Delivers Outcomes** creates clarity through governance, makes decisions that result in quality outcomes.
- **Innovates** creates an environment where creativity and innovation are valued.
- **Plans work** plans the delivery of work while balancing priorities and resources.
- **Improves Work** proactively improves the efficiency and quality of processes and systems.
- **Strategic Analysis** uses cross-disciplinary knowledge, intelligence and insights to inform future direction.

Special Requirements

- This position requires the incumbent to hold a current Working with Children Check

Note The intention of the position description is to provide an outline of scope and responsibilities, at a point in time. Please note, responsibilities may evolve in accordance with organisational needs.