

## POSITION DESCRIPTION

<b>Position Title</b>	Integrated Marketing Manager Research		
<b>Organisational Unit</b>	Marketing and External Relations		
<b>Functional Unit</b>	Future Students		
<b>Nominated Supervisor</b>	National Manager, Integrated Marketing (Undergraduate)		
<b>Higher Education Worker (HEW) Level</b>	HEW 8	<b>Campus/Location</b>	Brisbane, Melbourne or Sydney
<b>CDF Achievement Level</b>	1 All Staff	<b>Work Area Position Code</b>	TBA
<b>Employment Type</b>	Full-time, Continuing	<b>Date reviewed</b>	December 2017

ACU considers that being Aboriginal or a Torres Strait Islander is a genuine occupational requirement for this position under s 42 of the *Discrimination Act 1991* (ACT)/ s 14 of the *Anti-Discrimination Act 1977* (NSW), s 25 of the *Anti-Discrimination Act 1991* (Qld/ sub-s 26(3)) or s 28 of the *Equal Opportunity Act 2010* (Vic). This position is therefore only open to Aboriginal and/or Torres Strait Islander applicants.

## ABOUT AUSTRALIAN CATHOLIC UNIVERSITY

**Mission Statement:** *Within the Catholic intellectual tradition and acting in Truth and Love, Australian Catholic University is committed to the pursuit of knowledge, the dignity of the human person and the common good.*

Australian Catholic University (ACU) is both a Catholic University and a public institution within the Australian higher education sector. ACU is an inclusive community which welcomes students and staff of all beliefs. The University is committed to a strong Catholic ethos and seeks to foster and promote teaching and learning, research and scholarship, and community engagement in the Christian tradition. As valued members of our community, all staff members are expected to have an understanding of ACU's [Mission](#) and values and to demonstrate an active contribution to them.

The University shares with universities worldwide a commitment to quality in teaching, research and service. It aspires to be a community characterised by free enquiry and academic integrity.

The University chooses to focus on areas of teaching and research that are closely connected with its particular character as a University that is Catholic, public and national. The focus areas are Theology and Philosophy, Health, Education, and the Common Good and Social Justice.

ACU has over 2,500 staff supporting more than 34,000 students across seven campuses – Adelaide, Ballarat, Brisbane, Canberra, Melbourne, North Sydney and Strathfield.

The structure to support this complex and national University consists of:

- Vice President
- Pro Vice-Chancellor Assisting the Vice-Chancellor and President
- Provost
- Chief Operating Officer & Deputy Vice-Chancellor
- Deputy Vice-Chancellor, Research
- Deputy Vice-Chancellor, Students, Learning and Teaching

Each portfolio consists of a number of Faculties, Research Institutes or Directorates. The Directorate of Identity and Mission drives both the Identity and the [Mission](#) of the University. In addition, five Associate Vice-Chancellors and Campus Deans focus on the University's local presence and development of the University at the local 'campus' level.

The University pursues performance excellence and offers an environment where staff are valued and rewarded. Staff are expected to demonstrate a commitment to continuous improvement and to participate fully in resolving issues to achieve and maintain quality standards relevant to role. Further information about a career with ACU is available at [www.acu.edu.au](http://www.acu.edu.au).

ACU is committed to diversity and social inclusion in its employment practices. Applications from Aboriginal and Torres Strait Islander people, people with disabilities and people from culturally diverse groups are encouraged.

## **ABOUT THE MARKETING AND EXTERNAL RELATIONS DIRECTORATE**

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The Marketing and External Relations (MER) directorate, under the leadership of the Director of MER, encompasses Communications and Creative Services, Future Students and Advancement, and Digital Experience.

MER plays a key role in profiling and positioning ACU as a first choice among its diverse community and stakeholder groups, including potential students, Catholic and corporate partners, donors, alumni and staff.

The Marketing and External Relations directorate's primary objectives are to:

- Position and promote ACU as an attractive and first-choice study destination;
- Enhance and steward ACU's brand and reputation;
- Provide a valued and valuable service to the University community.

The directorate provides a range of services across the following areas: integrated marketing, media relations, advertising, design, internal and corporate communications, alumni engagement, student recruitment, fundraising, digital experience, and events management.

## **POSITION PURPOSE**

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The Integrated Marketing Manager Research plays a critical role leading planning, delivery and measurement of integrated marketing programs for research higher degree students and ACU Research Institutes.

The incumbent demonstrates a deep understanding of researcher and higher degree research student audiences and the competitor landscape, and works across the Marketing and External Relations Directorate to embed customer insights, motivations and behaviours in all marketing, promotions and communications functions.

The role acts as the central liaison point regarding marketing programs to profile ACU Research, and to attract research students, working with a range of University stakeholders, including the DVC and PVC Research, Research Institute Directors, the Research Office and faculties. The position will liaise with internal stakeholders including the First Peoples and Equity pathways Directorate and external stakeholders that could include local Aboriginal and Torres Strait Islander communities and organisations.

## POSITION RESPONSIBILITIES

### Introduction

A number of frameworks and standards express the University's expectations of the conduct, capability, participation and contribution of staff. These are listed below:

- ACU Strategic Plan 2015-2020
- Catholic Identity and Mission
- ACU Capability Development Framework
- Higher Education Standards Framework
- ACU Service Principles
- ACU Staff Enterprise Agreement including provisions in relation to Performance Excellence

The [Capability Development Framework](#) in particular is important in understanding the core competencies needed in all ACU staff to achieve the University's strategy and supports its mission.

### Key responsibilities

Key responsibilities specific to this position	Relevant Core Competences ( <a href="#">Capability Development Framework</a> )	Scope of contribution to the University			
		Within the work unit or team ✓	School or Campus ✓	Faculty or Directorate ✓	Across the University ✓
Delivers key account management service for university stakeholders to profile and market ACU research and recruit prospective higher degree research students.	<ul style="list-style-type: none"> <li>• Collaborate Effectively</li> <li>• Deliver Stakeholder Centric Service</li> <li>• Apply Commercial Acumen</li> </ul>				✓
Develops and coordinates delivery of integrated marketing programs aligned to the University's research priorities, as defined by the DVC Research, including optimisation of websites, promotion of key research events, seminars and activities to broaden awareness of ACU's reputation for research and to recruit higher degree research students.	<ul style="list-style-type: none"> <li>• Be Responsible and Accountable for Achieving Excellence</li> <li>• Apply Commercial Acumen</li> <li>• Communicate with Impact</li> </ul>				✓
Coordinates ACU research marketing programs from setting objectives and budget, engaging relevant staff through to reporting final outcomes.	<ul style="list-style-type: none"> <li>• Be Responsible and Accountable for Achieving Excellence</li> <li>• Apply Commercial Acumen</li> <li>• Communicate with Impact</li> </ul>				✓

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Works with Research Institute Directors to understand their particular needs, and work closely with relevant Marketing and External Relations (MER) teams, particularly the Communication Leads, to leverage opportunities for widespread promotion of ACU research.	<ul style="list-style-type: none"> <li>Collaborate effectively</li> <li>Be Responsible and Accountable for Achieving Excellence</li> </ul>			✓	✓
Alongside the Marketing Insights Strategist, commission research to better understand the needs of research students and ensure that ACU's website, marketing collateral and campaigns are geared towards raising ACU's reputation as a research-intensive university.	<ul style="list-style-type: none"> <li>Apply Commercial Acumen</li> <li>Make Informed Decisions</li> </ul>			✓	
Work closely with the National Manager Integrated Marketing, Digital Marketing Manager, Marketing Insights Specialist, National Manager Strategic Communication, National Manager Content, Head of Creative, Digital Operations Manager and Digital Projects, Customer Relationship Manager and Director of First Peoples and Equity Pathways to deliver an integrated marketing program that aligns future student strategy with University strategy.	<ul style="list-style-type: none"> <li>Collaborate effectively</li> <li>Apply Commercial Acumen</li> <li>Deliver Stakeholder Centric Service</li> </ul>			✓	
Represents MER on relevant University committees related to higher degree research student cohort and promotion of ACU Research, and brings the voice of the customer and understanding of the competitive landscape to related discussions.	<ul style="list-style-type: none"> <li>Make informed Decisions</li> </ul>				✓
Develops and manages budget associated with delivering integrated marketing programs for research.	<ul style="list-style-type: none"> <li>Makes Informed Decisions</li> <li>Know ACU Work Processes and Systems</li> </ul>	✓			

## HOW THE ROLE OPERATES

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### Key Challenges and Problem Solving

- Building close relationships with internal and external stakeholders and engaging them in integrated marketing programs to profile ACU Research.
- Communicating with influence to encourage senior University stakeholders to participate in and advocate for major ACU Research marketing programs and activities.
- Acting with a sense of urgency and encouraging others within the University to do so when an opportunity to advance the reputation of ACU Research presents itself.
- Balancing competing demands across the University to deliver integrated marketing programs for research.

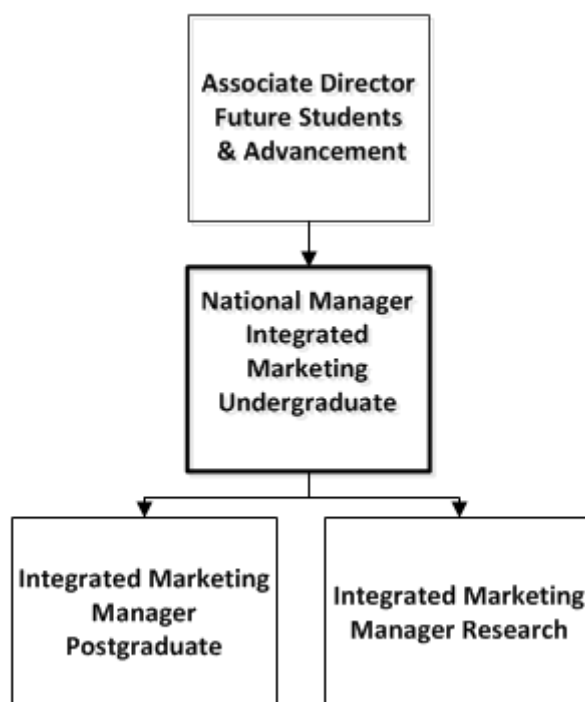
### Decision Making / Authority to Act

- The position holder works autonomously in the development, day-to-day management and implementation of integrated marketing programs for research, seeking input from the relevant MER teams and faculties and institutes to develop programs that meet University goals.

### Communication / Working Relationships

- The position holder will be required to communicate persuasively with senior staff across the University to coordinate local and national programs and activities.
- The position holder will communicate with internal and external stakeholders to measure current service levels for integrated marketing programs, and discuss strategies to better align activities with University goals.

### Reporting Relationships



For further information about structure of the University refer to the [organisation chart](#).

## SELECTION CRITERIA

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### Qualifications, skills, knowledge and experience

1.	Identification as an Australian Aboriginal or Torres Strait Islander. Australian Catholic University considers that being of Aboriginal or Torres Strait Islander origin is a genuine occupational qualification for this role.
2.	Completion of, or progress towards, a postgraduate qualification in marketing or communication or a related discipline, or an equivalent combination of education/training and experience leading integrated marketing programs, preferably within the research or higher education sector.
3.	Demonstrated experience developing and managing integrated marketing programs that support organisational goals and meet agreed performance targets, preferably within the research or higher education sector.

### Core Competencies (as per the [Capability Development Framework](#))

3.	Demonstrate confidence and courage in achieving ACU's Mission, Vision and Values by connecting the purpose of one's work to ACU's Mission, Vision and Values.
4.	Understanding of the business environment in which ACU operates and demonstrated ability to adopt an organisational wide point of view to seize opportunities and improve commercial viability.
5.	Demonstrated commitment to delivering stakeholder centric services and keeping stakeholder interests at the core of business decisions to achieve organisational objectives and service excellence. See the <a href="#">ACU Service Principles</a> .
6.	Demonstrated ability to work collaboratively with stakeholders internal and external to the organization to capitalise on all available expertise in pursuit of excellence including Aboriginal and or Torres Strait Islander stakeholders
7.	Demonstrated ability to communicate with impact and purpose to gain the support of others and negotiate for mutually beneficial outcomes.
8.	An ability to take personal accountability for achieving the highest quality outcomes through an understanding of organisational context, self-reflection, and aspiring to and striving for excellence.

### Other attributes

9.	Demonstrated commitment to cultural diversity and ethical practice principles and demonstrated knowledge of equal employment opportunity and workplace health and safety, appropriate to the level of the appointment.
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