

Position description

Marketing and Events Coordinator

Faculty/Division	Faculty of Medicine, Nursing and Health Sciences
Classification	HEW Level 6
Work location	Clayton campus
Date document created or updated	20 October 2016

Organisational context

Monash is a university of transformation, progress and optimism. Our people are our most valued asset, with our academics among the best in the world and our professional staff revolutionising the way we operate as an organisation. For more information about our University and our exciting future, please visit www.monash.edu

The **Faculty of Medicine, Nursing and Health Sciences** is the University's largest research faculty. World-class researchers work across disciplines including laboratory-based medical science, applied clinical research, and social and public health research. The faculty is home to a number of leading medical and biomedical research institutes and groups, and has contributed to advances in many crucial areas. Our expertise in life sciences and biomedicine is recognised both nationally and internationally.

From a teaching perspective, our education curriculum covers a range of disciplines, including medicine, nursing, radiography and medical imaging, nutrition and dietetics, paramedic studies, biomedical sciences, physiotherapy, occupational therapy, behavioural neurosciences and social work. We take pride in delivering outstanding education in all courses, in opening students to the possibilities offered by newly discovered knowledge and in providing a nurturing and caring environment. To learn more about the faculty, please visit www.med.monash.edu.au/

Position purpose

The Marketing and Events Coordinator is responsible for supporting the delivery of a wide range of marketing activities, events, projects and initiatives designed to attract and secure student enrolments and build alumni engagement for the Faculty of Medicine, Nursing and Health Sciences.

The Coordinator provides support to the marketing and events and alumni teams in developing projects and initiatives aligned to the faculty's goals, including developing communications and content across key marketing channels, providing reports on media mentions, hits, social media tracking and competitor activity, updating material on media channels and engaging with faculty stakeholders through communication updates and networking meetings.

Reporting Line: The position has dual reporting lines and reports, under broad direction, to the Events and Alumni Relations Manager and the Marketing Manager

Supervisory responsibilities: Not applicable

Financial delegation and/or budget responsibilities: Not applicable

Key responsibilities

1. Draw on event management methodologies to coordinate events from conception to delivery, proactively identify risks and oversee logistical aspects relating to events and event delivery with a high level of attention to detail and the capacity to respond to last minute changes
2. Plan, implement and coordinate a range of complex administrative tasks including scheduling, providing services, coordinating projects, supporting committees, producing reports and allocating resources in accordance with agreed standards and timeframes
3. Provide support, where required, in developing and executing integrated marketing projects and initiatives across the portfolio. Provide support with alumni research, gathering and maintaining profiles, preparing reports and disseminating information to internal stakeholders
4. Build and sustain effective working relationships with a network of colleagues, clients and other stakeholders to support and facilitate efficient, client focused, service delivery
5. Provide support with informal marketing research, including gathering and maintaining marketing intelligence, preparing baseline reports, measuring the outcomes of campaigns and recruitment and engagement activities, and disseminating information to internal stakeholders

Key selection criteria

Education/Qualifications

1. The incumbent should possess:
 - a degree with subsequent relevant experience, or
 - an equivalent combination of relevant experience and/or education/training

Knowledge and Skills

2. Experience in coordinating functions, visits and events, coupled with a knowledge of contemporary event management practices
3. Proven, successful organisational and time-management skills, with the ability to plan and prioritise multiple tasks, meet deadlines, maintain excellent attention to detail and work effectively under pressure
4. Excellent oral and written communication, interpersonal and presentation skills, with the ability to work diplomatically with a wide variety of stakeholders, including vendors/suppliers, external stakeholders and work colleagues
5. Highly developed computer literacy, including experience using business software such as Microsoft Office
6. Demonstrated ability to develop, coordinate and implement creative initiatives that can be applied effectively across a range of channels and target audiences
7. A strong systems orientation in the adoption of new systems and use of various media for effective marketing outcomes
8. Demonstrated hands-on approach to service provision and a strong commitment to excellence in customer service

Other job related information

- Travel (e.g. to other campuses of the University) may be required
- Out of hours work (including evenings, weekends and public holidays) may be required
- There may be peak periods of work during which the taking of leave may be restricted

Legal compliance

Ensure you are aware of and adhere to legislation and University policy relevant to the duties undertaken, including: Equal Employment Opportunity, supporting equity and fairness; Occupational Health and Safety, supporting a safe workplace; Conflict of Interest (including Conflict of Interest in Research); Paid Outside Work; Privacy; Research Conduct; and Staff/Student Relationships.