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| **Position Title:** | Marketing and Communications Officer |
| **Classification:** | ANU Officer Grade 5 (Administration) |

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| **PURPOSE STATEMENT**  The Marketing and Communications Officer provides comprehensive marketing and communications support to stakeholders, contributing to the efficient and effective delivery of marketing, outreach and communications services through timely assistance and advice on a wide range of marketing and communications activities.  **KEY ACCOUNTABILITY AREAS**  **Position Dimension & Relationships:**  The Marketing and Communications Officer works closely with other members of the Marketing and Communications team, and with marketing and communications practitioners across campus, liaising with and providing quality marketing, outreach and communications services and advice to a wide range of stakeholders. The Marketing and Communications Officer supports the planning and delivery of marketing and communications projects, including the timely organisation, administration and delivery of marketing and outreach events, and escalation of more complex marketing and communications enquiries to relevant team members.  **Role Statement:**  Under general direction, the Marketing and Communications Officer will:   1. Act as the first point of contact for general marketing and communications enquiries, managing the flow of incoming and outgoing written correspondence and phone calls, providing accurate advice on the application of and compliance with the University's policies, procedures, guidelines and legislative requirements, and escalating more complex enquiries when needed. 2. Assist in the planning and execution of marketing strategies including conducting market research, using branding, advertising and publishing principles and tools to take advantage of promotional opportunities. 3. Provide comprehensive marketing and communications support for operational aspects such as assisting in the planning, organising, administration and delivery of marketing events and media strategies, preparation of marketing and promotional materials, and editing and producing multimedia material for digital publications. This may occasionally require work outside of the ordinary span of hours and/or on weekends, and may involve domestic/international travel. 4. Assist in the development, implementation and update of the area’s web communications tools including website content, social media and other emerging online tools. 5. Assist the supervisor and/ or manager in the implementation and roll-out of various local or University-wide marketing and communications projects, providing timely and high-quality support. 6. Build networks within the campus marketing and communications community, including proactive liaison fostering collaboration across Central and College Marketing Services towards the University's strategic goals. 7. Develop a broad base of marketing and communications skills, and actively participate in the continuous improvement of marketing practices, processes and quality service delivery. 8. Comply with all ANU policies and procedures, in particular those relating to work health and safety and equal opportunity. 9. Perform other duties as directed, consistent with the classification level of the position and in line with the principle of multi-skilling. |

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| **SELECTION CRITERIA**   1. Demonstrated experience in a marketing and/ or communications role or an equivalent combination of relevant experience and qualifications/ training. Experience in the higher education sector will be highly regarded. 2. Sound knowledge of and interest in marketing and communications in the higher education sector, including the ability to interpret and apply guidelines, policies and procedures related to marketing and communications matters and a keen interest in using new media for effective communications. 3. Demonstrated high level customer service and effective communication skills with an ability to write clearly and concisely and to consult and liaise effectively with a wide range of stakeholders in a culturally diverse environment. 4. Proven organisational skills and attention to detail, with a demonstrated ability to prioritise own workload and to work effectively both independently and as part of a team, meeting competing deadlines and delivering high quality outcomes. 5. Demonstrated experience using current relevant office and marketing and communications tools. Experience using a website development platform will be advantageous. 6. A demonstrated understanding of equal opportunity principles and policies and a commitment to their application in a University context. |
| **References:** [Professional Staff Classification Descriptors](http://hr.anu.edu.au/employment-at-anu/enterprise-agreement/2013-2016/schedule-5-professional-staff-classification-descriptiors) | |