



**Australian
National
University**

Position Description

College/Division:	ANU College of Health and Medicine (CHM) ANU College of Science (COS)
Faculty/School/Centre:	Science Administration
Department/Unit:	Marketing and Communications
Position Title:	International Marketing Officer
Classification:	ANU Officer Grade 4 (Administration)
Position No:	
Responsible to:	Senior Marketing Officer
Number of positions that report to this role:	-
Delegation(s) Assigned:	-

PURPOSE STATEMENT:

The International Marketing Officer will provide marketing and recruitment support for the Marketing & Communications team within the Joint Colleges of Science. Key tasks will include assisting with on and off campus student recruitment activities, organising our involvement in international recruitment, preparing merchandise, scheduling staff travel arrangements, coordinating event registrations, helping build relationships with international education agents and assisting with digital marketing and communication. Applicants with an understanding of international marketing and sales or international student markets (particularly India) are desirable.

KEY ACCOUNTABILITY AREAS:

Position Dimension & Relationships:

The Marketing and Communications team within Science Administration aligns its work with the University's strategic priorities as a national institution committed to excellence in research, education and contribution to public policy development. Working to support the objectives of the Joint Colleges of Science, members of the office integrate values of leadership, collaboration, resilience, approachability, flexibility in problem solving, respect and inclusiveness, adaptability and reliability into their actions and management of their relationships with staff and students within the Colleges, across ANU, and to the community both nationally and internationally.

Role Statement:

Under the general direction of the Senior Marketing Officer:

1. Assist in coordinating international recruitment events and general administrative tasks as required.
2. Establish and maintain relationships with prospective international students through communication and the coordination of event registrations.
3. Assist in coordinating activities aimed at strengthening relationships with international education agents within China, India and other international markets.
4. Provide marketing support for events and other activities, including preparation of marketing, promotional and multimedia materials.
5. Maintain documentation, tracking and reporting systems on relevant marketing and communications projects and activities, providing timely and high-quality support.
6. Assist in the development, implementation and update of the area's web communications tools including website content.
7. Liaise with and build networks within the campus recruitment community, developing own marketing and recruitment generalist skills and actively participating in the continuous improvement of processes and quality service delivery.
8. Other duties consistent with the classification of the position.
9. Comply with all ANU policies and procedures and in particular those relating to work health and safety and equal opportunity.

Please Note: This position may require work outside of core business hours, as well as international travel

SELECTION CRITERIA

1. Demonstrated experience in an administrative role. Previous experience in marketing, the higher education sector or an international education environment is desirable. Qualifications and/ or relevant training will also be highly regarded.
2. Demonstrated customer service skills with an ability to liaise effectively with stakeholders in a culturally diverse environment and to communicate effectively both verbally and in writing.
3. Demonstrated organisational skills and attention to detail with an ability to prioritise own workload and to work both independently on routine tasks and as part of a team, escalating issues when needed.
4. Proficient computer skills with demonstrated experience using the MsOffice suite. Previous experience with Marketing enterprise systems will be highly regarded.
5. A demonstrated understanding of equal opportunity principles and policies and a commitment to their application in a University context.

Supervisor/Delegate Signature:		Date:	
Printed Name:		Uni ID:	

References:[General Staff Classification Descriptors](#)[Academic Minimum Standards](#)

	Australian National University	<h1 style="margin: 0;">Pre-Employment Work Environment Report</h1>
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Position Details

College/Div/Centre	CHM/COS	Dept/School/Section	ScA – Marketing & Communications
Position Title	Marketing Assistant	Classification	ANUO4 (Administration)
Position No.		Reference No.	

In accordance with the Occupational Health and Safety Act 1991 the University has a duty of care to provide a safe workplace for all staff.

- This form must be completed by the supervisor of the advertised position and forwarded with the job requisition to Appointments and Promotions Branch, Human Resources Division. Without this form jobs cannot be advertised.
- This form is used to advise potential applicants of work environment issues prior to application.
- Once an applicant has been selected for the position consideration should be given to their inclusion on the University's Health Surveillance Program where appropriate – see . http://info.anu.edu.au/hr/OHS/___Health_Surveillance_Program/index.asp
Enrolment on relevant OHS training courses should also be arranged – see http://info.anu.edu.au/hr/Training_and_Development/OHS_Training/index.asp
- 'Regular' hazards identified below must be listed as 'Essential' in the Selection Criteria - see 'Employment Medical Procedures' at http://info.anu.edu.au/Policies/_DHR/Procedures/Employment_Medical_Procedures.asp

Potential Hazards

<ul style="list-style-type: none"> • Please indicate whether the duties associated with appointment will result in exposure to any of the following potential hazards, either as a regular or occasional part of the duties. 					
TASK	regular	occasional	TASK	regular	occasional
key boarding	<input checked="" type="checkbox"/>	<input type="checkbox"/>	laboratory work	<input type="checkbox"/>	<input type="checkbox"/>
lifting, manual handling	<input type="checkbox"/>	<input type="checkbox"/>	work at heights	<input type="checkbox"/>	<input type="checkbox"/>
repetitive manual tasks	<input type="checkbox"/>	<input type="checkbox"/>	work in confined spaces	<input type="checkbox"/>	<input type="checkbox"/>
catering / food preparation	<input type="checkbox"/>	<input type="checkbox"/>	noise / vibration	<input type="checkbox"/>	<input type="checkbox"/>
fieldwork & travel	<input type="checkbox"/>	<input type="checkbox"/>	electricity	<input type="checkbox"/>	<input type="checkbox"/>
driving a vehicle	<input type="checkbox"/>	<input type="checkbox"/>			
NON-IONIZING RADIATION			IONIZING RADIATION		
solar	<input type="checkbox"/>	<input type="checkbox"/>	gamma, x-rays	<input type="checkbox"/>	<input type="checkbox"/>
ultraviolet	<input type="checkbox"/>	<input type="checkbox"/>	beta particles	<input type="checkbox"/>	<input type="checkbox"/>
infra red	<input type="checkbox"/>	<input type="checkbox"/>	nuclear particles	<input type="checkbox"/>	<input type="checkbox"/>
laser	<input type="checkbox"/>	<input type="checkbox"/>			
radio frequency	<input type="checkbox"/>	<input type="checkbox"/>			
CHEMICALS			BIOLOGICAL MATERIALS		
hazardous substances	<input type="checkbox"/>	<input type="checkbox"/>	microbiological materials	<input type="checkbox"/>	<input type="checkbox"/>
allergens	<input type="checkbox"/>	<input type="checkbox"/>	potential biological allergens	<input type="checkbox"/>	<input type="checkbox"/>
cytotoxics	<input type="checkbox"/>	<input type="checkbox"/>	laboratory animals or insects	<input type="checkbox"/>	<input type="checkbox"/>
mutagens/teratogens/	<input type="checkbox"/>	<input type="checkbox"/>	clinical specimens, including blood	<input type="checkbox"/>	<input type="checkbox"/>
carcinogens			genetically-manipulated specimens	<input type="checkbox"/>	<input type="checkbox"/>
pesticides / herbicides	<input type="checkbox"/>	<input type="checkbox"/>	immunisations	<input type="checkbox"/>	<input type="checkbox"/>
OTHER POTENTIAL HAZARDS (please specify):					

Supervisor's Signature:	Print Name:	Date:
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