



**Australian
National
University**

Position Description

College/Division:	ANU College of Law
Faculty/School/Centre:	
Department/Unit:	Marketing and Communications Office
Position Title:	Manager, Marketing and Communications
Classification:	Senior Manager 1
Position No:	27033
Responsible to:	College General Manager
Number of positions that report to this role:	7
Delegation(s) Assigned:	Financial, HR

PURPOSE STATEMENT:

The Marketing and Communications Office is a functional area of the ANU College of Law and is responsible for the College's marketing, events, alumni relations, fundraising, external and internal communications and the achievement of student recruitment targets.

The Manager, Marketing and Communications holds a senior management position in the College, providing strategic and operational leadership to a specialist team which supports the mission and goals of the College.

KEY ACCOUNTABILITY AREAS:

- Provide effective leadership in the development and management of the College's marketing and outreach strategy in partnership with the College Executive.
- Lead and manage the Marketing and Communications team.
- Facilitate the promotion of the College consistent with its operational plan, and with the relevant policies and strategic directions of the University.
- Prepare, monitor and review the Marketing and Communications Strategic Plan.
- Ensure high quality services and advice (both operational and strategic) in relation to student recruitment; institutional relationships; alumni and outreach activities; philanthropic development and fundraising; event organisation; administrative support to College centres and external bodies; and promotional and publicity material.

Position Dimension & Relationships:

The Manager is responsible for the effective operation of the College Marketing and Communications Office and for the provision of high quality support to the College Executive. The position reports to the College General Manager and works closely with the College Executive on a wide range of marketing and development matters including marketing plans (strategic and operational), market intelligence, domestic and international student recruitment, institutional relationships, alumni, outreach activities, event and conference management, administrative support to College Centres and external bodies and potential sources of external funding through philanthropic sources or other targeted initiatives.

The Manager contributes to the development of knowledge sharing between the constituent areas of the College and the University and maintains respectful and productive working relationships with internal and external stakeholders, administrative teams, Strategic Communications and Public Affairs, Alumni Relations and Philanthropy, Division of International Operations, Student Recruitment & Admissions and the ANU Marketing Office.

Role Statement:

Under the broad direction of the College General Manager and operating with a high degree of autonomy, the Manager will:

1. Provide effective leadership and management of all Marketing and Communications Office team members and ensure that staff performance is carefully monitored and managed and all deadlines and objectives are met.
2. Provide responsive strategic advice to the Dean, the College General Manager, members of the College Executive and other senior academic and administrative staff.
3. Develop and implement a College-wide strategic plan for marketing, outreach and development.
4. Lead the provision of a full range of high quality administrative support services for marketing, outreach and development to the College, and in support of College Centres and external bodies, ensuring compliance with ANU policy and procedures and minimising risks to the University.
5. Ensure the effective coordination and communication across the College, and with the relevant central areas of the University, of marketing strategies and activities, including research capability promotion, student recruitment, alumni engagement, fundraising and development.
6. Ensure effective quality control of all College communication products through the use of transparent agreed standards.
7. Contribute to the continuous improvement of the operations of the College and make a wider contribution to the success of the University.
8. Represent the College and participate in relevant activities and workgroups within and outside the College as required.
9. Comply with all ANU policies and procedures, and in particular those relating to work health and safety and equal opportunity.
10. Other duties as required consistent with the classification level of the position and in line with the principles of multi-skilling.

SELECTION CRITERIA:

1. Extensive relevant experience in the successful delivery of strategic management advice for achieving marketing objectives, including providing highly effective and cost-efficient marketing, outreach and development services in a complex environment. Postgraduate qualifications would be highly regarded.
2. Demonstrated strategic planning, analytical and problem solving skills coupled with knowledge of contemporary marketing and communication practices and technological environments; demonstrated ability to use discretion and sound judgement in the application of policies to complex issues and to maintain confidentiality.
3. Proven ability to inspire, manage and supervise a team to develop, deliver and measure impact against a wide range of strategic marketing and outreach objectives including the ability to work collaboratively and to lead, establish priorities and meet competing deadlines, and develop and monitor staffing and related budgets.
4. Demonstrated high level written and oral communication skills, including the ability to prepare high quality promotional material and communication products for print and digital media, provide reports and briefings for senior executive officers.
5. Demonstrated ability to develop and implement effective procedures across a wide and diverse client base, to improve administrative processes and to provide flexible solutions in a client focused manner.
6. A demonstrated high level of understanding of equal opportunity principles and a commitment to the application of EO policies in a university context.

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

References:

[General Staff Classification Descriptors](#)

[Academic Minimum Standards](#)

