



# Position Description

<b>Department/Unit:</b>	Manager, Marketing Office
<b>Position Title:</b>	ANU Officer Grade 8 (Administration)

## PURPOSE STATEMENT

The Marketing Manager provides proactive, comprehensive support and advice to the College of Engineering & Computer Science on all marketing, communications and student recruitment-related activities, including the development, design and implementation of strategic plans. The Manager assists the College General Manager in the management of complex projects, including web and social media, and in the delivery of high quality, robust and flexible services, overseeing the day-to-day operations of the Marketing Office supporting the achievement of the College and University's strategic objectives.

## KEY ACCOUNTABILITY AREAS

### Position Dimension & Relationships:

The Manager supervises the Marketing team, overseeing the day-to-day provision of high-quality, professional support and advice on strategic and operational aspects, building professional relationships with internal and external stakeholders, both domestic and international, supporting the achievement of the College and University strategic objectives. The Manager represents the area in various University-wide initiatives, managing local implementation, where applicable.

### Role Statement:

Under broad direction, the Manager will:

1. Provide effective supervision to the Marketing team, ensuring that workloads are managed and all objectives and deadlines are met, supporting their career development and knowledge-sharing while building a high performing team.
2. Coordinate the provision of proactive and expert advice to the College Executive and staff on all matters relating to marketing, communications & outreach, ensuring compliance with the University's policies, procedures, guidelines and legal requirements.
3. Manage the development, design and implementation of marketing and communications strategies. Develop strategic plans in advertising, branding, events and other outreach initiatives, web and social media management, digital publications, and student recruitment campaigns. This may occasionally require work outside of the ordinary span of hours and/or on weekends, and may involve domestic/international travel.
4. Lead and manage ad-hoc reporting and market research on key marketing issues and undertake competitor analysis, campaign efficiency, statistical and trend analysis. Provide insightful recommendations and ensure uptake and inclusion of the recommendations in strategic planning to support the University's objectives.
5. Provide support in the management of the Marketing budget, including setting, planning, monitoring and reporting on campaign or project expenditure.

6. Implement and manage various initiatives as requested by the College General Manager, in accordance with strategic plans and/ or aimed at improving current practices and processes, with a commitment to continuous improvement.
7. Assist the College General Manager in the promotion of new University-wide initiatives, coordinating the local area roll-out. Collaborate with Central and College Marketing Services, ensuring that the Marketing team develop collaborative relationships with marketing and communications staff across the University, sharing best practice and identifying and capitalising on opportunities for shared advertising, events and other marketing activities.
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 requested, consistent with the classification level of the position and in line with the principle of multi-skilling.

## SELECTION CRITERIA

1. Progress towards relevant postgraduate qualifications and demonstrated extensive experience in marketing, or an equivalent combination of relevant experience and qualifications/ training. Marketing experience in the higher education sector will be highly regarded.
2. Proven high-level advice and planning skills to support senior management and experience implementing marketing policies, procedures, guidelines and strategic plans to achieve strategic goals.
3. Demonstrated knowledge of contemporary marketing and communications practices, including web and social media management, and an ability to take innovative approaches with outstanding results.
4. Demonstrated high level analytical, problem-solving and decision-making skills and experience analysing data from multiple sources and making recommendations to inform strategic plans.
5. Demonstrated supervisory experience in a culturally diverse environment, with an ability to coach and mentor staff, to prioritise workloads and to lead the team to deliver on challenging objectives in a timely manner and on budget.
6. High level of interpersonal and consultation skills with demonstrated effective communication skills, as well as experience delivering presentations to large audiences and developing comprehensive written documentation and reports.
7. Demonstrated experience and high level computer skills using contemporary relevant office and marketing and communications tools.
8. A demonstrated high level of understanding of equal opportunity principles and occupational health and safety and a commitment to their application in a university context.

**References:** [Professional Staff Classification Descriptors](#)