



POSITION DESCRIPTION

Engagement and Marketing Team
Faculty of Architecture, Building and Planning

Manager, Engagement and Marketing

POSITION NO	0045721
CLASSIFICATION	PSC 9
SALARY	\$115,726 - \$120,404 per annum (pro rata for part-time)
SUPERANNUATION	Employer contribution of 9.5%
WORKING HOURS	Full-time (1 FTE)
BASIS OF EMPLOYMENT	Fixed term for 12 months Fixed term contract type: replacement staff member
OTHER BENEFITS	http://about.unimelb.edu.au/careers/working/benefits
HOW TO APPLY	Online applications are preferred. Go to http://about.unimelb.edu.au/careers , select the relevant option ('Current Opportunities' or 'Jobs available to current staff'), then find the position by title or number.
CONTACT FOR ENQUIRIES ONLY	Rebecca Bond Tel +61 3 8344 9345 Email rbond@unimelb.edu.au <i>Please do not send your application to this contact</i>

For information about working for the University of Melbourne, visit our website:
about.unimelb.edu.au/careers

Position Summary

Reporting to the Faculty Executive Director, the Manager, Engagement and Marketing provides leadership and guidance of marketing, communications, media, events and exhibitions, partnerships, Work Integrated Learning (WIL), and engagement functions for the Faculty of Architecture, Building and Planning at The University of Melbourne. In collaboration with the Faculty Executive and other senior staff within the Faculty, the role will plan, lead and deliver on the broad engagement and marketing aspects of the Faculty's strategic and operational plans.

The position manages a team of 14 fixed-term/continuing marketing, communications, media, events and exhibitions, WIL, and partnership professionals to deliver engagement and marketing outcomes for the Faculty. The incumbent will apply a strategic focus in leading the day-to-day operations including management of budget. Stakeholder management and the ability to work in and across different teams is especially important for this position. The position will collaborate with the Faculty's Academic Support Office (especially the Recruitment and Selection team), Finance and Planning, HR, and Research teams as well as work closely with University Services in relation to External Relations functions and business development, and Advancement where appropriate to ensure that the Faculty's strategic goals are met and aligned with policy and practice of the Faculty and broader University. The Manager, Engagement and Marketing will also form a peer group with the Senior Managers' Group of the Faculty which will assist in the efficient operations.

The incumbent will also be expected to contribute to Faculty strategy and broader University-wide initiatives.

The incumbent will be expected to possess excellent marketing skills, business acumen, organisational skills, verbal communication, visual and writing skills, with the ability to achieve outcomes under uncertainty and complexity. The incumbent is also expected to work across multiple areas and projects in the built environment involving numerous external and internal stakeholders including staff across the University.

1. Key Responsibilities

- ▶ Plan and deliver Faculty strategic marketing and operational plans for the Faculty Engagement and Marketing activity, incorporating profiling academic programs and supporting student recruitment, research, alumni, an extensive public event and exhibitions program, engagement, sponsorships and philanthropic activity, effectively building and managing the Faculty brand and reputation both nationally and internationally.
- ▶ Support the Dean and Faculty Executive Director in carrying forward the key strategic priorities in the External Relations portfolio, providing strategic leadership on engagement and marketing priorities, objectives and delivery within the Faculty, and provide strategic advice in relation to market dynamics.
- ▶ Develop and deliver marketing communications and media activities for both internal and external audiences, including the production of materials to support the course lifecycle, web content and design, print, multimedia strategy and content, social media strategy and content, public events and exhibitions, and alumni materials.
- ▶ Oversee close working relationships with design and analysis agencies with the view to undertaking continuous analysis of the competitive environment and trends.
- ▶ Coordination of marketing and advertising activities especially in support of student recruitment and business development activities.

- ▶ Work in partnership with the relevant staff from Chancellery, University Services, Advancement and Alumni Relations, and the Faculty, particularly with the Business Development Manager, Development Manager, Advancement, and academic staff, and relevant marketing managers from other faculties, to ensure the provision of high quality, well-targeted marketing activity focused on business outcomes.
- ▶ Oversee the cultural and international partnership portfolios for the Faculty.
- ▶ Manage the Faculty brand and identity in accordance with University brand guidelines, monitoring performance across all areas of External Relations through analytics, reporting, and performance metrics and tracking.
- ▶ Manage and improve lead generation initiatives and campaigns, including measurement of results.
- ▶ Monitor and actively contribute to the quality, efficiency and responsiveness of relevant University Services service delivery to the Faculty.
- ▶ Lead and manage division professional engagement support, including partnership identification, establishment, and management and a successful internship program.
- ▶ Accountability for leadership and professional development of staff and to effectively motivate, coach and manage staff to achieve goals, providing clear performance expectations, regular feedback and document performance outcomes, ensuring poor performance is addressed and high performance nurtured and rewarded.
- ▶ Contribute generally to business planning and budget management for the Faculty and budget management for the Engagement and Marketing Unit specifically.
- ▶ Direct and oversee reporting and monitoring of organisational performance metrics to inform and recommend strategic shifts.
- ▶ Comply with quality assurance, in line with requirements under the University's risk management framework including OH&S, legislation, statutes, regulations and policies
- ▶ Occupational Health and Safety (OH&S) and Environmental Health and Safety (EH&S) responsibilities as outlined in section 5.
- ▶ Actively contribute to a positive and professional work environment that fosters innovation, teamwork, high achievement, continuous improvement and job satisfaction.

2. Selection Criteria

2.1 ESSENTIAL

- ▶ A relevant postgraduate qualification in marketing or business management or extensive experience as a leader and manager of engagement and marketing functions.
- ▶ Demonstrated track record of success in the management and leadership of broad external relations teams covering marketing and communications, events and engagement functions.
- ▶ Strong analytical and project management skills.
- ▶ Co-leadership experience in managing multiple complex programs involving many stakeholders across marketing and sales (student recruitment) functions.
- ▶ Strong creative outlook in-line with design-based disciplines.
- ▶ Demonstrated teamwork skills and a capacity to work independently and exercise sound judgement.
- ▶ Entrepreneurial mindset with the ability to identify and operationalise opportunities.

- ▶ A strong work ethic and initiative, commitment to continuous improvement, openness to new ideas and creative approaches to problem solving in complex settings.

2.2 DESIRABLE

- ▶ Experience in managing and curating large-scale events and exhibitions programs
- ▶ Demonstrated experience in strategic development
- ▶ Knowledge of University of Melbourne policies and procedures
- ▶ Experience and knowledge of built environment research and engagement in the tertiary education sector, especially in understanding the workings of complex, informally structured organisations

3. *Special requirements*

- ▶ The Manager, Engagement and Marketing will be required to work outside of normal work hours in support of Faculty of Architecture, Building and Planning Hub and Network event management and stakeholder engagement

4. *Job Complexity, Skills, Knowledge*

4.1 LEVEL OF SUPERVISION / INDEPENDENCE

As head of engagement and marketing for the Faculty of Architecture, Building and Planning, this position reports directly to the Faculty Executive Director. The position is expected to work closely and collaboratively with the Faculty's Academic Services Office (specifically the Recruitment & Selection team), Finance & Planning, HR, and Research & Industry teams as well as work closely with University Services (External Relations) and Chancellery in relation to engagement and marketing where appropriate. The Manager, Engagement and marketing position exercises a high level of problem solving, leadership and independence of thought. Initiative, excellent interpersonal and communication skills and sound judgement are essential attributes. The Manager, Engagement and Marketing also forms a peer group with Senior Management Team which will assist in the smooth running of operations.

4.2 PROBLEM SOLVING AND JUDGEMENT

The Manager, Engagement and Marketing is expected to be able to solve complex, unstructured problems, to ensure alignment with strategic aims of the Hubs and Networks it manages. High on-going performance and a sustained focus is required. The ability to foreshadow immediate and long-term consequences and outcomes of advice, decisions, or actions taken is necessary with an assumed high level of individual initiative to deal with these accordingly.

4.3 PROFESSIONAL AND ORGANISATIONAL KNOWLEDGE

The incumbent is expected to possess extensive professional knowledge and experience in working with different stakeholders and interest groups. A thorough appreciation of the organisation of the University's structures and systems as well as a deep appreciation of

the workings of complex organisations is also required. The position requires knowledge and understanding of the external influences, strategic and operational issues that impact upon the goals of Faculty of Architecture, Building & Planning in relation to engagement and marketing.

The incumbent is expected to develop a broad understanding of the higher education sector and the design and built environment disciplines. The incumbent will also be expected to develop detailed knowledge of the Faculty in order to represent the Faculty effectively.

4.4 RESOURCE MANAGEMENT

The Hub Business & Operations Manager is responsible for resource management for the Faculty of Architecture, Building & Planning's engagement and marketing function and must have experience and knowledge in planning and managing finances, HR and other resources.

4.5 BREADTH OF THE POSITION

The position acts across a range of complex strategic, policy and operational issues associated with engagement and marketing for the Faculty of Architecture, Building & Planning. Manager, Engagement and Marketing will be key to the success of the Faculty program by virtue of his/her strategic leadership, engagement and marketing knowledge, business impact and outstanding relationship with internal and external stakeholders.

Relationship management and effective interpersonal skills are essential to this role. The position requires regular interaction with Faculty academic and professional staff, with stakeholders in central units and with relevant external stakeholders including the profession, industry, government and the broader community.

5. Equal Opportunity, Diversity and Inclusion

The University is an equal opportunity employer and is committed to providing a workplace free from all forms of unlawful discrimination, harassment, bullying, vilification and victimisation. The University makes decisions on employment, promotion and reward on the basis of merit.

The University is committed to all aspects of equal opportunity, diversity and inclusion in the workplace and to providing all staff, students, contractors, honorary appointees, volunteers and visitors with a safe, respectful and rewarding environment free from all forms of unlawful discrimination, harassment, vilification and victimisation. This commitment is set out in the University's People Strategy 2015-2020 and policies that address diversity and inclusion, equal employment opportunity, discrimination, sexual harassment, bullying and appropriate workplace behaviour. All staff are required to comply with all University policies.

The University values diversity because we recognise that the differences in our people's age, race, ethnicity, culture, gender, nationality, sexual orientation, physical ability and background bring richness to our work environment. Consequently, the People Strategy sets out the strategic aim to drive diversity and inclusion across the University to create an environment where the compounding benefits of a diverse workforce are recognised as vital in our continuous desire to strive for excellence and reach the targets of Growing Esteem.

6. Occupational Health and Safety (OHS)

All staff are required to take reasonable care for their own health and safety and that of other personnel who may be affected by their conduct.

OHS responsibilities applicable to positions are published at:

<http://safety.unimelb.edu.au/people/community/responsibilities-of-personnel>

These include general staff responsibilities and those additional responsibilities that apply for Managers and Supervisors and other Personnel.

7. Other Information

7.1 BUDGET DIVISION

The Faculty of Architecture, Building and Planning is the leading educational and research institution in the Asia-Pacific region addressing the design and realisation of inhabited environments. The Faculty actively seeks to extend the linkages between education, research and practice in the built environment, and maintains excellent and extensive relationships with members of the built environment professions, government, professional associations and the wider community.

The Faculty has nearly 190 staff and approximately 3000 students, one third of whom are international. It is responsible for the University's undergraduate Bachelor of Design degree, and offers majors in architecture, landscape architecture, property, construction, and urban planning.

The Faculty's graduate school, the Melbourne School of Design teaches accredited masters courses across the professional disciplines of Architecture, Construction Management, Landscape Architecture, Property, Urban Design and Urban Planning.

The MSD is distinctive from its competitors in its aim to inspire learning through interdisciplinary reflection, and its integration of research, teaching, and practice around the implications of all forms of urbanisation. With opportunities to engage in advanced studio and seminar-based learning and research, MSD students develop new perspectives, critical reflection, and modes of action to address the environmental, social and aesthetic challenges in producing sustainable centres of habitation, locally and internationally. Students take part in field trips which examine the global context of habitable environments.

The Faculty has an international reputation for excellence in research and research training and is a leader in built environment and urban research. Faculty staff are actively engaged in collaborations and partnerships both locally and globally, to produce research that responds to major social, economic and environmental challenges, as well as fundamental research into the built environment in Australia and the Asian region. Researchers address key issues, such as mitigation of natural disasters, climate change, sustainability, the future of cities, population growth and urban density; leading debate in many of these areas. The Faculty also contributes definitive knowledge and understanding of the history, conservation and heritage of the built and natural environment, built environment practice and management, urban morphology and design research. The Faculty draws its research strength in part from its capacity to

work in the multidisciplinary frame of its various built environment disciplines, as well as with colleagues in health, engineering, education, history and social sciences.

Through the MSD, we provide the highest quality research training environment, attracting the best and brightest future researchers from around the world. PhD and MPhil students have access to innovative professional development programs and generous funding support, along with excellent facilities and resources. MSD's PhD and MPhil graduates are well-rounded professionals, critical thinkers and future research leaders.

The Faculty has built strong research foundations by valuing and developing its people, rewarding excellence, and fostering a culture of enquiry, creativity and outstanding scholarship.

More information about ABP / MSD can be found at: <http://msd.unimelb.edu.au>

7.2 THE UNIVERSITY OF MELBOURNE

Established in 1853, the University of Melbourne is a leading international university with a tradition of excellence in teaching and research. The main campus in Parkville is recognised as the hub of Australia's premier knowledge precinct comprising eight hospitals, many leading research institutes and a wide-range of knowledge-based industries. With outstanding performance in international rankings, the University is at the forefront of higher education in the Asia-Pacific region and the world.

The University employs people of outstanding calibre and offers a unique environment where staff are valued and rewarded.

Further information about working at The University of Melbourne is available at <http://about.unimelb.edu.au/careers>.

7.3 GROWING ESTEEM, THE MELBOURNE CURRICULUM AND RESEARCH AT MELBOURNE: ENSURING EXCELLENCE AND IMPACT TO 2025

Growing Esteem describes Melbourne's strategy to achieve its aspiration to be a public-spirited and internationally-engaged institution, highly regarded for making distinctive contributions to society in research and research training, learning and teaching, and engagement. <http://about.unimelb.edu.au/strategy-and-leadership>

The University is at the forefront of Australia's changing higher education system and offers a distinctive model of education known collectively as the Melbourne Curriculum. The new educational model, designed for an outstanding experience for all students, is based on six broad undergraduate programs followed by a graduate professional degree, research higher degree or entry directly into employment. The emphasis on academic breadth as well as disciplinary depth in the new degrees ensures that graduates will have the capacity to succeed in a world where knowledge boundaries are shifting and reforming to create new frontiers and challenges. In moving to the new model, the University is also aligning itself with the best of emerging European and Asian practice and well-established North American traditions.

The University's global aspirations seek to make significant contributions to major social, economic and environmental challenges. Accordingly, the University's research strategy *Research at Melbourne: Ensuring Excellence and Impact to 2025* aspires to a significant

advancement in the excellence and impact of its research outputs.

<http://research.unimelb.edu.au/our-research/research-at-melbourne>

The strategy recognises that as a public-spirited, research-intensive institution of the future, the University must strive to make a tangible impact in Australia and the world, working across disciplinary and sectoral boundaries and building deeper and more substantive engagement with industry, collaborators and partners. While cultivating the fundamental enabling disciplines through investigator-driven research, the University has adopted three grand challenges aspiring to solve some of the most difficult problems facing our world in the next century. These Grand Challenges include:

- ▶ Understanding our place and purpose – The place and purpose grand challenge centres on understanding all aspects of our national identity, with a focus on Australia's 'place' in the Asia-Pacific region and the world, and on our 'purpose' or mission to improve all dimensions of the human condition through our research.
- ▶ Fostering health and wellbeing – The health and wellbeing grand challenge focuses on building the scale and breadth of our capabilities in population and global health; on harnessing our contribution to the 'convergence revolution' of biomedical and health research, bringing together the life sciences, engineering and the physical sciences; and on addressing the physical, mental and social aspects of wellbeing by looking beyond the traditional boundaries of biomedicine.
- ▶ Supporting sustainability and resilience – The sustainability and resilience grand challenge addresses the critical issues of climate change, water and food security, sustainable energy and designing resilient cities and regions. In addition to the technical aspects, this grand challenge considers the physical and social functioning of cities, connecting physical phenomena with lessons from our past, and the implications of the technical solutions for economies, living patterns and behaviours.

Essential to tackling these challenges, an outstanding faculty, high performing students, wide collaboration including internationally and deep partnerships with external parties form central components of Research at Melbourne: Ensuring Excellence and Impact to 2025.

7.4 GOVERNANCE

The Vice Chancellor is the Chief Executive Officer of the University and responsible to Council for the good management of the University.

Comprehensive information about the University of Melbourne and its governance structure is available at <http://www.unimelb.edu.au/governance>