



THE UNIVERSITY OF
MELBOURNE

POSITION DESCRIPTION

Melbourne School of Professional and Continuing Education
Faculty of Business and Economics

Marketing Manager

POSITION NUMBER	0045435
CLASSIFICATION	PSC 8
SALARY	\$99,199 - \$107,370p.a.
SUPERANNUATION	Employer contribution of 17%
WORKING HOURS	Full time
BASIS OF EMPLOYMENT	Continuing
OTHER BENEFITS	http://hr.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 Staff' or 'Prospective Staff'), then find the position by title or number.
CONTACT FOR ENQUIRIES ONLY	Jo-zanne Owen Email Jo-zanne.owen@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

The Marketing Manager will be responsible for conceptualising and implementing strategic marketing plans for the Melbourne School of Professional and Continuing Education (MSPACE).

The role will involve high-level marketing planning to develop effective market-driven strategies as well as a sustainable and scalable marketing model.

Reporting to the Head of Marketing and Customer Service, the incumbent will work closely with staff in faculty divisions, as well as central units, to ensure alignment of marketing activity within the University and the application of best practice.

The role will involve the management of all external marketing and communications and will contribute to internal marketing and communications strategy. You will consult with external service providers, as well as internal academic and professional stakeholders, to ensure that all marketing and communication activity is effective and upholds the University of Melbourne brand.

The position supervises a team of marketing specialists.

1. Key Responsibilities

- ▶ Develop, implement and optimise highly effective and integrated marketing strategies to promote both individual programs and the suite of offerings within the School;
- ▶ Continually assess and optimise campaign development and execution costs with a focus on maximising return on investment in terms of student recruitment and market awareness of the School's suite of offerings;
- ▶ Initiate and oversee market research through internal and external agencies to help inform the development of marketing strategies specific to target audiences and segments;
- ▶ Utilise insights gained from market research, the competitive environment and other data sources to inform marketing and campaign strategies;
- ▶ Report on outcomes and refine marketing approaches to maximise results;
- ▶ Ensure campaign activity supports the University's brand framework and adheres to brand guidelines;
- ▶ Provide expert advice to the School's leadership team in respect to its positioning and marketing strategy, and ensure alignment with Faculty and University's goals and targets;
- ▶ Establish and deliver an integrated marketing plan that incorporates innovation, channel development, increased customer awareness and team development;
- ▶ Provide positive leadership to the Marketing team, embedding a high-quality client service culture, linking individual goals and team targets to the School and University objectives;
- ▶ Build a high-performance team through ongoing development of individual team members and driving a culture of innovation, service quality and excellence;
- ▶ Effectively manage the allocation of marketing spend across the portfolio;
- ▶ Ensure the production of a suite of marketing material for diverse courses and audiences, consistently reflecting high quality designs and content that adhere to branding guidelines and the University's style guide;
- ▶ Manage integration of campaign delivery across advertising, digital and traditional channels, events, and other conversion activity;
- ▶ Lead the Marketing team to work collaboratively with stakeholders and faculty marketing teams to research individual courses and their target markets;

- ▶ Ensure regular engagement with marketing teams within schools and faculties to facilitate collaboration and alignment of activities;
- ▶ Work closely with academic divisions and University Services marketing and communications colleagues and MSPACE project managers and student support consultants to develop and implement effective marketing strategies.

2. Selection Criteria

2.1 ESSENTIAL

- ▶ A postgraduate qualification in marketing and extensive experience in management; or an equivalent combination of experience and education/training;
- ▶ Experience in developing strategic and integrated marketing campaigns in all mediums within a large and complex organisation;
- ▶ Experience managing a budget with the ability to consistently deliver and demonstrate return on investment;
- ▶ Expertise in building relationships with internal and external stakeholders demonstrated by an ability to influence, negotiate and interact both discretely and effectively with stakeholders at all levels;
- ▶ Excellent analytical, problem solving and conceptual skills with the ability to adapt to new situations and quickly assimilate new concepts and information;
- ▶ Extensive experience leading a team to achieve targets and maintain high performance;
- ▶ Well-developed communication and interpersonal skills to successfully work collaboratively across an organisation and with external service providers.

2.2 DESIRABLE

- ▶ Experience in, or knowledge of trends in continuing, professional and executive education and the higher education sector.

3. Job Complexity, Skills, Knowledge

3.1 LEVEL OF SUPERVISION / INDEPENDENCE

- ▶ This position requires a high degree of initiative and self-reliance. High levels of trust and self-reliance underpin expectations of leadership, autonomy, responsibility, communication and consultation. You will report to the Head of Marketing and Customer Service and manage a team of marketing specialists;
- ▶ You will be required to form strong working relationships with counterparts in other faculties, as well as University Services (Academic Services, External Relations) and with internal and external service providers.

3.2 PROBLEM SOLVING AND JUDGEMENT

- ▶ This role requires significant and demonstrable problem-solving skills and judgement to manage a range of issues from the operational and tactical to the strategic
- ▶ The position is required to utilise data, identify anomalies and propose solutions to problems with a focus on continuous improvement.

3.3 PROFESSIONAL AND ORGANISATIONAL KNOWLEDGE

- ▶ You will require a sound knowledge of the inter-relationships within the University and how they apply to the marketing of MSPACE and its offerings.
- ▶ The position acts across a range of complex content, structural, policy and operational issues. The Marketing Manager is responsible for the strategic development and operational implementation of marketing and communications for MSPACE. They must engender support and advise key staff within the MSPACE group of trends and best practice in marketing as appropriate. Frequently working with internal and external stakeholders, the Marketing Manager will deliver outcomes which are cognisant of the unique strategies of academic divisions and the broader University aims and activities in External Relations and Advancement. .
- ▶ The position requires a sound knowledge of the University's strategic directions and a detailed understanding of the inner workings of the University;

3.4 RESOURCE MANAGEMENT

3.5 THIS POSITION WILL MANAGE A TEAM OF APPROXIMATELY 4 FTE.BREADTH OF THE POSITION

- ▶ The position will be required to liaise across faculties, the University, and various organisational units, as well as with external agencies and service providers. High-level relationship building and the exercise of sophisticated communication and facilitation techniques.

4. *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.

5. 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.

6. Other Information

6.1 ORGANISATION UNIT

The Melbourne School of Professional and Continuing Education (MSPACE) works to broaden the University's educational offerings in an increasingly competitive global environment for talent and skills.

MSPACE provides an institutional focal point for the development, delivery and promotion of professional, continuing and executive education programs and services for all academic divisions of the University.

MSPACE supports academic divisions to develop and deliver award and non-award education through a range of teaching and learning delivery modes and seeks to broaden opportunities for engagement in a variety of professional sectors.

In order to contribute towards these objectives, MSPACE supports and expands the University's professional, continuing and executive education initiatives through the provision of a coherent, whole-of-University framework.

6.2 BUDGET DIVISION

Organisational Structure

The Faculty of Business and Economics is home to Melbourne Business School (MBS) and to six teaching and research departments:

- ▶ Accounting
- ▶ Business Administration
- ▶ Economics
- ▶ Finance
- ▶ Management and Marketing
- ▶ Melbourne Institute of Applied Economic and Social Research

The Faculty has the following student and academic support centres:

- ▶ Academic Support Office
- ▶ Student Employability and Enrichment
- ▶ Research Development Unit
- ▶ The Williams Centre for Learning Advancement

The Faculty is supported by the following Professional Services Units:

- ▶ Finance
- ▶ Human Resources (including OHS)
- ▶ Marketing and Communications
- ▶ Service Level and Facilities Management
- ▶ Quality Office

The Faculty also hosts two University-wide initiatives:

- ▶ The Melbourne School of Professional and Continuing Education (MSPACE) which provides support to all Academic Divisions for their existing professional, continuing and executive education programs, and operates with a specific whole-of-institution mandate to significantly expand the University's professional, continuing and executive education offerings.
- ▶ The Melbourne Entrepreneurial Centre (MEC) which brings together a number of programs to focus a range of activities aimed at developing an entrepreneurial culture at the University of Melbourne.

Our Programs

There are about 9,500 students enrolled in undergraduate and graduate degrees within the Faculty.

The Bachelor of Commerce is one of the most sought-after business courses in Australia. From 1 May 2013 all graduate programs in business and economics are offered through Melbourne Business School. Melbourne Business School offers a full suite of professional Masters programs for those with little work experience right through to the MBA suite. It is also the home of leading research Masters degrees and the PhD.

Our Graduates

Since the Faculty was established it has produced over 53,000 graduates. Many of our alumni now occupy senior positions in business, government and academia, in Australia and around the world.

Further information about the Faculty is available at www.fbe.unimelb.edu.au

6.3 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>.

6.4 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.

6.5 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>