



POSITION DESCRIPTION

Faculty of Business and Economics
Melbourne Accelerator Program

Manager, Marketing & Communications - MAP

POSITION NO	0044255
CLASSIFICATION	PSC 8
SALARY	\$99,199 - \$107,370 p.a.
SUPERANNUATION	Employer contribution of 17%
WORKING HOURS	Full time (1.0 FTE)
BASIS OF EMPLOYMENT	Fixed-term for three years
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 Staff’ or ‘Prospective Staff’), then find the position by title or number.
CONTACT FOR ENQUIRIES ONLY	Professor Paul Jensen Tel +61 3 8344 2117 Email pjensen@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 Manager, Marketing & Communications is responsible for the leadership and management of all aspects of external and internal marketing and communications at the Melbourne Accelerator Program (MAP). The primary focus of the position is to deliver and activate MAP's marketing, communications and engagement activities across the University of Melbourne and the broader entrepreneurial ecosystem nationally and internationally.

The position is responsible for the development and delivery of multi-platform communications and audience engagement strategies spanning a number of strategic initiatives including signature events, industry partnerships, MAP alumni relations and public programming, as well as all specialist marketing, communications and media activities. This includes the development and execution of marketing communications plans, identification and development of content to promote success stories and raise awareness of current programs, partnerships and collaborations, and creating and maintaining a suite of collateral to support MAP's communication.

The Manager, Marketing & Communications provides strategic leadership in the development and execution of targeted and integrated marketing, recruitment and communications strategy aligned to MAP's key business objectives (BAU) to ensure optimal attendance at events and the recruitment of high quality talent into MAP's key programs. The role also requires the provision of expert Marketing and Communications advice and support to MAP startups and alumni founders.

The position is required to lead initiatives to raise the profile of MAP and its programs through strategic profiling, communications and marketing to position it as the leading institution in these fields in the Asia Pacific region. The Manager, Marketing & Communications is also responsible for developing and maintaining effective relationships across the University and entrepreneurial ecosystem and works closely with External Relations, Chancellery and the Faculty of Business and Economics to ensure coherency in all communications, media liaison, web and social media content.

1. Key Responsibilities

1.1 STRATEGY AND EXECUTION (MARKETING AND COMMUNICATIONS)

- ▶ Enhance MAP's external profile including: planning and delivery of MAP's marketing communications activities, ensuring an integrated communications function across multiple channels to support recruitment, engagement, marketing, alumni, partnerships and founder education.
- ▶ Develop MAP's thought leadership position through effective promotion and content marketing
 - Work with MAP founders, alumni, mentors and advisors to identify and develop local stories and campaign ideas.
 - Amplify MAP success stories by identifying and developing opportunities that will positively position MAP and the University in the media, and which are aligned to the University's strategic aims.
 - Supervise the MAP marketing team in dissemination of content through appropriate choice of channels, timing and promotional efforts.
 - Contribute to the University's Brand Campaign, media & partnership opportunities etc.

- ▶ Manage the development and ongoing maintenance of MAP and entrepreneurial-related websites to maximise reach, impact and access to MAP information.

1.2 BRAND, MEDIA AND PUBLIC RELATIONS

- ▶ Create and manage a suite of marketing collateral including brochures, case studies and presentations.
- ▶ Pitch and facilitate media releases and media opportunities relating to MAP's activities and founders.
- ▶ Lead messaging and branding aspects of all signature programs (national and international).
- ▶ Manage MAP's Social Media including Facebook, Instagram, Twitter and LinkedIn.
- ▶ At a broad level, manage multiple agency stakeholder relationships across brand, digital, creative and social.

1.3 STAKEHOLDER ENGAGEMENT AND PARTNERSHIPS

- ▶ Work closely with the MAP Director and the Head of Signature Programs, Partnerships & Stakeholder Engagement to nurture partnerships and deliver events and programs that incorporate educational opportunities, alumni engagement and industry collaboration objectives, both domestically and internationally, to further advance MAP's reputation and network.
- ▶ Provide communications expertise to the MAP Director and the Head of Signature Programs, Partnerships & Stakeholder Engagement to help secure partnership and sponsorship opportunities.
- ▶ Foster partnerships and collaborations with in-kind and/or cash partners in order to generate positive marketing or communications outcomes.
- ▶ Liaise with colleagues across MAP's international partner network to maximise the opportunities of a global network.
- ▶ Ensure high quality, timely and accurate information is available to prospective founders and influencers across a range of media.
- ▶ Establish a good working relationship and interface with the Faculty and University Marketing and Communications teams where necessary.

1.4 PROGRAM AND EVENT RECRUITMENT

- ▶ Provide strategic leadership in the development of conversion activities
 - Increase the scale, diversity and loyalty of engagement with MAP's business as usual activities, online and offline, by funders (including Faculties), partners, founders, and other supporters.
- ▶ Create and manage the dissemination of communications to support MAP programmatic events.
- ▶ Build up the leadership and management of new event opportunities.

1.5 COMMUNICATION AND COLLABORATION

- ▶ Provide expert marketing and communications advice to support key strategic projects in collaboration with the MAP team.

- ▶ Provide strategic leadership in the development and execution of a targeted marketing, recruitment and communications strategy aligned to MAP's key business objectives.
- ▶ Create and maintain a network of positive relationships with Marketing Communications professionals across the entrepreneurial ecosystem to enable a close level of consultation, communication and co-promotion.
- ▶ Liaise with and support Chancellery and University Services (External Relations) to ensure that the marketing and branding activities of MAP are coordinated with that of the wider University.

1.6 ANALYSIS AND IMPROVEMENT (OPERATIONAL EXCELLENCE IN MARKETING)

- ▶ Develop a methodology and metrics for evaluation that is aligned to MAP's business objectives.
- ▶ Use market intelligence and data from a variety of sources internationally and domestically to develop MAP's ongoing value proposition and to maximise recruitment and market opportunities.
- ▶ Enhance the effectiveness of the MAP brand and sub-brands in accordance with University brand guidelines.
- ▶ Facilitate the introduction of the new Centre of Entrepreneurship brand in accordance with the MAP and University brand guidelines.

1.7 LEADERSHIP

- ▶ Build, supervise and develop a high-performing Marketing Communications team which may include casuals, contractors, interns and work experience students.
- ▶ Represent MAP where relevant at external facing events, with potential partners or supporters, with visiting delegations and media.
- ▶ Manage all communications contractors.
 - Manage relationships, briefing, payment and conduct of all Photographers, Videographers, Graphic Designers, and alumni companies representing MAP.
- ▶ Lead by example, in driving an organisational culture focused on excellence in the way we work as a team.
- ▶ Set professional development goals with MAP leadership and complete agreed activities.
- ▶ Manage an annual marketing and communications budget.

2. Selection Criteria

2.1 ESSENTIAL

- ▶ An appropriate postgraduate qualification or progress towards postgraduate qualifications, and extensive relevant experience; or extensive experience and management expertise; or an equivalent combination of relevant experience.
- ▶ Demonstrated ability to plan and create compelling marketing and communication campaigns and materials that attract, engage and inform audiences across a wide range of media (including print and digital).
- ▶ High Level organisational skills and project management experience within a marketing/communications context.

- ▶ Demonstrated ability to plan workloads, manage competing priorities in consultation with multiple stakeholders and achieve objectives within tight deadlines and to agreed budget.
 - ▶ Highly developed stakeholder management and negotiation skills within a complex professional environment.
 - ▶ Demonstrated ability and commitment to delivering high quality service to internal stakeholders.
 - ▶ Excellent written and verbal skills and attention to detail, including demonstrated ability to develop engaging content across different media that supports brand and business objectives.
 - ▶ Demonstrated problem solving, and high level analytical and information assimilation skills and experience.
 - ▶ Experience in using a Content Management System to manage and create digital content.
- Advanced and established social media and search engine marketing (SEM) experience.

2.2 DESIRABLE

- ▶ Experience in or an understanding of the startup ecosystem and higher education sector.
- ▶ Basic skills in graphic design and photography, including familiarity with design software such as the Adobe Creative suite and other digital marketing tools.

3. 2. Special Requirements

- ▶ Ability to regularly work flexible hours and to travel on occasion in order to attend after-hour meetings and events.

4. Job Complexity, Skills, Knowledge

The incumbent works under the broad direction of the Director MAP. The position exercises a high level of independence and requires sound judgment in carrying out its responsibilities. The incumbent will operate ethically and will possess the maturity and confidence to represent MAP, and the wider University externally.

4.1 PROBLEM SOLVING AND JUDGEMENT

The incumbent will be required to exercise independent judgment in prioritising and focusing their work to ensure positive outcomes. The position requires a considerable degree of tact, diplomacy and maturity to communicate with a wide range of clients, including faculty staff, both academic and professional.

4.2 PROFESSIONAL AND ORGANISATIONAL KNOWLEDGE

The Manager, Marketing & Communications - MAP will possess, or have the capacity to establish quickly, a sound understanding of the strategic imperatives of MAP. They are also expected to have a detailed understanding of the balance between the needs of the University community with the expectations of the wider community.

4.3 BREADTH OF THE POSITION

The position will be required to liaise across the Faculty, the University, and various organisational units, as well as with external professional and community organisations. The position is responsible for delivering a range of MAP marketing, communications and engagement activities across the University of Melbourne and the broader entrepreneurial ecosystem nationally and internationally. As such high-level relationship building is essential, as is the exercise of sophisticated communication strategies.

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 ORGANISATION UNIT

MAP is the flagship entrepreneurship program at the University of Melbourne, and is part of a rapidly developing entrepreneurial ecosystem around the University which has achieved national and international recognition. The entrepreneurial experiences which

are made available to the students and alumni of the University through MAP have been recognised as an integral part of the Melbourne experience.

MAP supports the top startups on campus with funding grants, office space, mentoring and travel to other entrepreneurial ecosystems such as Sydney and Silicon Valley.

MAP sits within the Melbourne Entrepreneurial Centre, which is hosted by the Faculty of Business and Economics.

Further information about MAP is available at <http://themap.co/>

7.2 BUDGET DIVISION

The Faculty of Business and Economics at the University of Melbourne has been preparing students for exciting and challenging careers in industry since 1924. We have developed an outstanding reputation, locally and internationally, for the quality of our teaching and research. The Faculty has an active board of business leaders, government representatives and community leaders who contribute to the implementation of our vision.

Organisational Structure

The Faculty 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

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.

7.3 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>.

7.4 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.

7.5 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>