



POSITION DESCRIPTION

Marketing and Communications Unit
Faculty of Medicine Dentistry and Health Sciences

Marketing Officer (2 Positions)

POSITION NO	0037998 and 0037999
CLASSIFICATION	PSC 6
SALARY	\$79,910 - \$86,499 p.a.
SUPERANNUATION	Employer contribution of 17% (continuing) Employer contribution of 9.5% (fixed-term)
WORKING HOURS	Full time
BASIS OF EMPLOYMENT	1 continuing appointment and 1 fixed-term appointment until 31 July 2018 Fixed term contract type: Replacement staff member <i>Please indicate your preferred employment type (fixed term or continuing) in your application.</i>
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	Chris Altis Tel: +61 3 8344 9095 Email: chris.altis@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 websites:

about.unimelb.edu.au/careers

Position Summary

The Marketing Officer role provides an internal consultancy service to the Medicine, Dentistry and Health Sciences Faculty and its Schools as allocated on a portfolio basis.

The role, in collaboration with their colleagues, particularly communications, will work with these internal clients to progress the Faculty's student recruitment, research and engagement strategy.

The role has a strong focus on the production and management of marketing projects, and requires skills in brand management, design services, advertising, media buying, copy writing, website editing, databases and online tools. Basic digital marketing skills are essential as is the ability to quickly develop and continuously improve skills in this rapidly changing and sophisticated area.

The role requires strong skills in liaising with internal clients to understand their objectives and work with them to develop marketing plans and solutions to support these with particular emphasis on the translation to external audiences and impact. The Marketing Officer will be required to lead projects from inception to delivery seeking advice from their manager throughout the process. They need to have a keen eye for issues and identifying when a project has the potential to become complex and elevating these to management in a timely fashion.

They will require a high level of initiative, time management and a collaborative working style.

In line with the content requirements of the Faculty, the appointee will be comfortable understanding and working with scientific information and be able to distil complex information into customer focussed marketing products.

The role is required to work closely with other members of the Marketing Communications Unit, and other related service areas including Advancement, Engagement, Chancellery and External Relations to deliver integrated communications activity.

1. Key Responsibilities

- ▶ Provide innovative marketing advice to internal clients including professional and academic staff. Plan, problem solve, execute and evaluate agreed marketing activity for the faculty and schools (as allocated on a portfolio basis) to support teaching, research, student and staff activities/priorities
- ▶ Work with internal and external agencies to deliver design, marketing and digital campaigns. Develop briefs with relevant academic colleagues, identify suitable designers (if not External Relations), photographers, videographers advise on appropriate budget and message, and provide regular feedback.
- ▶ Deliver services including brand advice, design management, advertising, media buying, copy writing, website editing, database management and online marketing.
- ▶ Develop publications and other collateral for corporate use as well as Undergraduate Postgraduate and Research, adhering to a consistent design and to ensure all publications are within branding guidelines.
- ▶ Support marketing activities for courses and research in a portfolio of Schools, liaising with Academic Programs Managers, Program Convenors where necessary and ensuring that key marketing messages are targeted, appropriate and in line with the University's corporate plan.
- ▶ Develop marketing campaigns for key recruitment milestones working closely with the Student Recruitment team in order to ensure marketing activities work alongside key admissions and recruitment deadlines.

- ▶ Develop marketing and promotional strategies for the Faculty's Public Lecture Series.
- ▶ Manage the day-to-day relationship with the External Relations design team, continuously striving to improve internal practices, brand adherence and provide a seamless service for clients.
- ▶ Develop skills in social media with the view to sharing responsibility for content, scheduling and measurement with communications colleagues after appropriate training.
- ▶ Develop advertising campaigns where appropriate for traditional and digital channels.
- ▶ Develop creative and innovative communication solutions that meet client and Faculty priorities; drawing on the latest technological solutions and industry best practice.
- ▶ Work as part of the broader team of the Unit by providing support during times of peak activity such as for Open Day and other major events.
- ▶ Contribute to the development of internal focussed work that contributes to a high performing Marketing and Communications Unit. May include but not limited to intranet content, templates and processes. Undertake ongoing review of processes resulting in continuous improvement and ensuring best practice.
- ▶ Develop appropriate reporting tools to monitor budgets and evaluate return on investment for advertising activity where relevant.
- ▶ Any other duties commensurate with the position as directed by the Supervisor
- ▶ Occupational Health and Safety (OH&S) and Environmental Health and Safety (EH&S) responsibilities as outlined in section 5 or 6.

2. Selection Criteria

2.1 ESSENTIAL

- ▶ Relevant tertiary qualification and relevant experience or an equivalent combination of industry experience and education/training to include working in a marketing role, publication experience and omni-channel campaign delivery.
- ▶ Experience in working with complex scientific information and an ability to translate into easily understood marketing products which are audience focussed.
- ▶ Ability to provide marketing and branding advice to internal clients, contributing to the development of strategic plans and implementing their delivery in both individual and team situations.
- ▶ High level interpersonal skills, including the ability to build relationships, handle sensitive information with sound judgement, effectively communicate and negotiate with internal and external stakeholders at all levels.
- ▶ High level proficiency in the tools required to demonstrate best practice in the sector including but not limited to brand management, design services, advertising, media buying, copy writing, website editing, databases and online tools.
- ▶ Demonstrated digital marketing skills and ability to quickly develop and continuously improve skills in this rapidly evolving area.
- ▶ A working knowledge of the disciplines that support marketing (communications, media, student recruitment, online, events etc.) in order to deliver integrated solutions in a project team structure.

- ▶ Well-developed organisational, budgetary and planning skills, including the ability to use initiative, prioritise tasks in consultation with stakeholders and meet competing deadlines with accuracy.

2.2 DESIRABLE

- ▶ Knowledge of and sound interpretation of University policies, statutes, regulations and procedures.
- ▶ Experience in using:
 - Content Management Systems
 - Mail software systems (eg campaign monitor/mail chimp)
 - Customer database tools
 - Google analytics
 - Social media scheduling and management
 - Publishing tools (e.g. Adobe suite)

2.3 SPECIAL REQUIREMENTS

- ▶ Occasional work outside of standard office hours

3. Job Complexity, Skills, Knowledge

3.1 LEVEL OF SUPERVISION / INDEPENDENCE

The Marketing Officer reports to the MDHS Manager of Marketing and Communications. The incumbent will work under the general direction of their line manager, and at times the Unit Director.

The role will need to work collaboratively with other staff in the Unit, Faculty, University and externally and build relationships of influence to achieve positive outcomes

The incumbent is responsible for his/her own time management and prioritisation of tasks to ensure that key responsibilities are met, issues are identified and solutions recommended in a timely manner.

When complex issues arrive the staff member is responsible for recognising and elevating these issues to their manager and supporting their resolution in a positive way.

3.2 PROBLEM SOLVING AND JUDGEMENT

Well-developed problem solving skills and sound judgement are critical to this role. The role needs to have strong skills in liaising with internal clients in a complex and multi-faceted environment.

The incumbent will need to display initiative and exercise judgement in the resolution of issues. The role requires a considerable degree of tact, diplomacy and maturity to communicate with a wide range of clients/stakeholders.

3.3 PROFESSIONAL AND ORGANISATIONAL KNOWLEDGE

The position requires development of an extensive knowledge of the structure of the faculty and an understanding of academic and administrative policies in both the Faculty and University contexts.

This includes compliance issues such as confidentiality and copyright. The incumbent will need to develop a broad understanding of the structures of the medical and health science professions as well as community and public health facilities.

The incumbent requires strong professional expertise including:

- ▶ High level proficiency in the tools required to demonstrate best practice in the sector including but not limited to brand management, design services, advertising, media buying, copy writing, website editing, databases and online tools.
- ▶ Basic – mid digital marketing skills and the ability to quickly develop and continuously improve skills in this rapidly growing area.
- ▶ A working knowledge of the disciplines that support marketing (communications, media, student recruitment, online, events etc); in order to deliver integrated solutions in a project team structure.

3.4 RESOURCE MANAGEMENT

The incumbent autonomously manages their own time resources and will bring to the attention of the supervisor the requirement for additional resources or tools.

3.5 BREADTH OF THE POSITION

The Marketing Officer role covers a range of activities to deliver high quality events, ensuring successful event planning and execution of events, and provision of a professional service to all internal and external stakeholders. The incumbent needs to be adept at interacting comfortably with a broad range of academic and professional staff in the Faculty and University, prominent members of the community, alumni and external providers. The activities and events managed by the Events Officer have significant potential to influence and impact the Faculty's reputation internally and externally.

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 service 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 MARKETING AND COMMUNICATIONS UNIT

The Faculty of Medicine, Dentistry and Health Sciences is the University of Melbourne's largest Faculty. It is an extremely diverse faculty comprised of six schools, and a number of departments and centres. The Faculty is renowned for global leadership in health research, policy and practice. It recognises that partnerships and collaborations are an integral facet of its development and a major strength of the Faculty is its ability to work collaboratively with its partners to benefit the community.

The Marketing Communications Unit, works across the faculty and supports the schools to deliver a range of marketing, communications, events, internal, student recruitment and online solutions that will help to build the reputation of the University to both internal and external audiences.

6.2 FACULTY OF MEDICINE, DENTISTRY AND HEALTH SCIENCES

www.mdhs.unimelb.edu.au

The Faculty of Medicine, Dentistry & Health Sciences has an enviable research record and is the University of Melbourne's largest faculty in terms of management of financial resources, employment of academic and professional staff, teaching of undergraduate and postgraduate (including research higher degree) students and the conduct of basic and applied research. The Faculty's annual revenue is \$630m with approximately 55% of this income related to research activities.

The Faculty has a student teaching load in excess of 8,500 equivalent full-time students including more than 1,300 research higher degree students. The Faculty has approximately 2,195 staff comprising 642 professional staff and 1,553 research and teaching staff.

The Faculty has appointed Australia's first Associate Dean (Indigenous Development) to lead the development and implementation of the Faculty's Reconciliation Action Plan (RAP), which will be aligned with the broader University – wide plan. To enable the Faculty to improve its Indigenous expertise knowledge base, the Faculty's RAP will

address Indigenous employment, Indigenous student recruitment and retention, Indigenous cultural recognition and building partnerships with the Indigenous community as key areas of development.

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>.