



## POSITION DESCRIPTION

Melbourne Law School

### Manager of Engagement, Marketing and Communication

Position No	0033732
Classification	PSC 9
Salary	\$115,726 – 120,404 p.a.
Superannuation	Employer contribution of 17%
WORKING HOURS	Full-time
BASIS OF EMPLOYMENT	Continuing
Other Benefits	<a href="http://about.unimelb.edu.au/careers/working/benefits">http://about.unimelb.edu.au/careers/working/benefits</a>
How to Apply	Online applications are preferred. Go to <a href="http://about.unimelb.edu.au/careers">http://about.unimelb.edu.au/careers</a> , select the relevant option ('Current Staff' or 'Prospective Staff'), then find the position by title or number.
Contact For enquiries only	Dr Kylie O'Connell School Executive Director Tel +61 3 9035 4020 Email <a href="mailto:kylie.oconnell@unimelb.edu.au">kylie.oconnell@unimelb.edu.au</a>  <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](http://about.unimelb.edu.au/careers)

## ***Position Summary***

The Manager, Engagement, Marketing and Communication is responsible for marketing, student recruitment, alumni, communications, media, events and web activity and services for Melbourne Law School (MLS).

The role reports to the School Executive Director and liaises directly with the Dean and Faculty leadership to provide advice, leadership guidance and decision support with respect to all matters covered under the Manager's portfolio. The role acts as a member of MLS Senior Management team and is part of the wider University leadership group for marketing and communications.

The Manager Engagement and Marketing provides strategic leadership in the development and execution of a targeted and integrated marketing, student recruitment and communications strategy aligned to MLS's key business objectives ensuring student load and revenue targets are met.

The role is required to develop, maintain and remediate where necessary effective working relationships and business processes with University Services, particularly External Relations, to ensure high quality and timely service delivery.

### ***1. Key Responsibilities***

- ▶ Lead the MLS Engagement and Marketing team to excellent performance which meets and exceeds targets and provides high quality, creative, innovative, collaborative, customer focused service provision.
- ▶ Lead the development and implementation of the Law School's marketing and student recruitment strategy to ensure targets are met and to reinforce the Law School's brand for the MLS suite of programs.
- ▶ Work directly with the MLS Senior Executive to ensure alignment of the Marketing Plan with the overarching MLS Strategic Plan and associated initiatives.
- ▶ Provide strategic leadership in the development and execution of a targeted marketing, student recruitment and communication strategy aligned to the MLS's business objectives while ensuring load and revenue targets are met.
- ▶ Responsible for MLS market research, advertising publications, website content development, digital marketing, database management and marketing, media activities, student recruitment, course promotion activities and event management.
- ▶ Use market intelligence and data from a variety of sources internationally and domestically to maximise student recruitment and market opportunities and to evaluate effectiveness of activities and campaigns.
- ▶ Manage the MLS brand and sub-brands in accordance with the University brand architecture and policies.
- ▶ Take lead accountability for building the MLS external profile and brand. Plan and deliver MLS's marketing communications strategy and activities across multiple channels (web, print, video, social and podcast). Ensure a broad cross section of students, academics and alumni profiles are optimally presented to the public.
- ▶ Support MLS's academic community in the development of skills to interact in a contemporary media environment.
- ▶ Lead the development and delivery of MLS's program of high profile corporate events including public lectures, dinners, seminars and Open Day.

- ▶ Working closely with the Associate Director, Development and the Advancement and Alumni teams, build stronger rapport between MLS and its alumni community through engagement activities, communications and events.
- ▶ Be accountable for business planning, analysis, budget management and reporting.
- ▶ As a member of the senior management team take active involvement in strategic planning, risk management and business cyclical events is required.
- ▶ Role model leadership behaviour both within the Faculty and across the University.
- ▶ Lead a strong, high-performing team of people committed to continuous improvement.

## ***2. Selection Criteria***

### **2.1 ESSENTIAL**

- ▶ Post graduate qualifications in communications or marketing and/ or equivalent mix of education and significant relevant experience.
- ▶ Proven ability to develop a clear strategic vision and plan and the ability to operationalise and implement strategy.
- ▶ Expert communications and marketing capabilities with proven results, particularly in a digital environment.
- ▶ Experience in event planning and management.
- ▶ Experience managing a significant budget with a high degree of business acumen, with the ability to consistently deliver maximum results and meet organisational goals.
- ▶ Demonstrated expertise in relationship building with internal and external stakeholders; the ability to influence, negotiate and interact both discretely and effectively with stakeholders at all levels.
- ▶ Demonstrated experience leading and motivating staff to high performance in a changing environment including experience in staff performance management and conflict resolution.
- ▶ Excellent analytical, problem solving and conceptual skills with the ability to adapt to new situations, and quickly assimilate new concepts and information, and deliver creative, positive, innovative solutions to strategic and operational issues.
- ▶ Demonstrated ability to exercise judgement, make difficult recommendations and decisions.
- ▶ Understanding of OHS and risk management

## 2.2 DESIRABLE

- ▶ Demonstrated understanding of the law professional and career paths of law students.
- ▶ An understanding of the Higher Education sector challenges and markets both domestic and international.
- ▶ Experience in developing international student recruitment partnerships with academic institutions and pathways.

## 3. *Special Requirements*

- ▶ The incumbent will be required to undertake some work outside of normal working hours. This may involve travel.

## 4. *Job Complexity, Skills, Knowledge*

### 4.1 LEVEL OF SUPERVISION / INDEPENDENCE

The Manager, Engagement, Marketing and Communication works under broad direction and operates with a high degree of autonomy with responsibility for the outcome of decisions and actions taken demonstrating significant innovation, initiative and judgement, liaising at a high level as appropriate.

The role reports directly to the School Executive Director but is required to work in collaboration and closely with the Faculty Dean and Deputy Dean, Associate Deans, University Services (particularly External Relations), Directors and Business Partners across the University as well as senior management within the Faculty.

### 4.2 PROBLEM SOLVING AND JUDGEMENT

The Manager, Engagement, Marketing and Communication requires significant and demonstrable problem solving skills and judgement to manage a range of issues from the operational to the strategic.

The position is required to analyse data, identify anomalies and propose solutions for discussion and recommendation to senior managers or committees with a focus on continuous improvement.

### 4.3 PROFESSIONAL AND ORGANISATIONAL KNOWLEDGE

The Manager Engagement, Marketing and Communication is required to develop a thorough understanding of the University's agreements, policies and processes and as well as University strategies and business plans such as Growing Esteem and People Strategy and understand how these relate to Faculty strategic and business plans. The position will also be required to understand the organisational structures within the University and Faculty.

Additionally, the Manager is required to have an understanding of the University's risk management framework and act accordingly within those frameworks.

#### 4.4 RESOURCE MANAGEMENT

The Manager, Engagement, Marketing and Communication will be responsible for supervising, developing and supporting the Engagement and Marketing teams.

The Manager, Engagement, Marketing and Communication is responsible for developing and managing a \$2.0 million portfolio budget.

#### 4.5 BREADTH OF THE POSITION

The position covers a broad range of high level duties and responsibilities related to the provision of a comprehensive Engagement and Marketing program for the Faculty. The incumbent is expected to liaise with staff at all levels across the Faculty and work collaboratively with colleagues in University Services (particularly External Relations), as well as broader University and external stakeholders and organisations.

### ***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 service 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/topics/responsibilities/>

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

[www.law.unimelb.edu.au](http://www.law.unimelb.edu.au)

Melbourne Law School is Australia's first all-graduate law faculty. Melbourne Law School was the first faculty in Australia to teach law, and awarded this country's first law degrees. The Law School is now fully graduate with its Juris Doctor for admission to practice recognised as a high level qualification in Australia and beyond. Coupled with the unrivalled excellence of the Melbourne Law Masters and its excellent Research Higher Degree programs, the Law School offers a unique opportunity for the integration of scholarship and teaching.

Its faculty is a vibrant community of creative scholars, committed to a highly collegial, research-intensive institutional life. The Law School has particular strengths in comparative analysis. It aims to integrate teaching with research and engagement activities and to engage with local, national and global communities.

The Law School is a single department faculty located in a custom designed building in University Square. The Law School has approximately 2,200 graduate students (including JD, Melbourne Law Masters and Research High Degrees).

#### Research

The international reputation of the School is closely linked to the range and quality of its research programs.

The School has several research institutes, centres and groups which provide a focus for scholarly interaction, including:

ARC Laureate Program in Constitutional Law
ARC Laureate Program in International Law
Asian Law Centre (ALC)
Asia Pacific Centre for Military Law (APCML)
Centre for Comparative Constitutional Studies (CCCS)
Centre for Corporate Law and Securities Regulation (CCLSR)
Centre for Employment and Labour Relations Law (CELRL)
Centre for Indonesian Law, Islam and Society (CILIS)
Centre for Media & Communications Law (CMCL)
Competition Law and Economics Network (CLEN)
Centre for Resources Energy and Environmental Law (CREEL)
Civil Justice Research Group (CJRG)

Electoral Regulation Research Network (ERRN)
Family and Children's Law Network
Global Economic Law Network (GELN)
Institute for International Law and the Humanities (IILAH)
Intellectual Property Research Institute of Australia (IPRIA)
Obligations Group (OG)
The Tax Group
Transactional Law

## 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>