



POSITION DESCRIPTION

Melbourne Graduate School of Education

Marketing Officer

POSITION NO	0042728
CLASSIFICATION	PSC 6
SALARY	\$77,207 - \$83,573
SUPERANNUATION	Employer contribution of 17%
WORKING HOURS	Full time (1.0 FTE)
BASIS OF EMPLOYMENT	Fixed term position available for 2 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	Genevieve Jordan Tel +61 3 8344 1007 Email genevievej@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 Officer is responsible for the delivery of MGSE's marketing campaigns to support the goals of the MGSE's marketing plan.

The Marketing Officer is responsible for campaign development and execution including advertising, digital content, events and other conversion activity to build market attention and response.

The role is responsible for creative development, media buying, event management and production of supporting collateral, reporting on results and integration with other communications.

The Marketing Officer will also be responsible for representing MGSE at events and assisting in managing enquiries from prospective students in peak periods.

Success in this role will be demonstrated by contribution towards the achievement of student recruitment targets and other measures of the impact of marketing activity.

Reporting to the Marketing and Recruitment Coordinator, the Marketing Officer will work closely with other members of the Marketing team, MGSE and other University colleagues to ensure alignment of marketing activity with other University strategies and best practice.

1. Key Responsibilities

1.1 MARKETING CAMPAIGN DELIVERY

- ▶ Deliver high-impact, cost-effective marketing campaigns to drive student enrolments in keeping with strategic priorities and enrolment targets.
- ▶ In partnership with creative specialists, coordinate the development of creative material for all campaigns
- ▶ Brief and manage the University's preferred agency and monitor the delivery of campaign activity across advertising, digital and traditional channels, events, enquiry management and other conversion activity.
- ▶ Report on results and recommend refinement of approaches to maximise results.
- ▶ Ensure campaign activity supports the School's brand framework, adheres to brand guidelines and legal requirements.

1.2 MANAGE EVENTS

- ▶ Manage high quality events to support campaign activity and as a key part of the sales funnel for enrolment into MGSE courses.

1.3 SUPPORT ENQUIRY MANAGEMENT AND CONVERSION ACTIVITY

- ▶ Undertake enquiry management to lead prospective students from initial interaction through to application, particularly in peak periods
- ▶ Maximise conversion through effective customer engagement including use of customer relationship management (CRM) system

2. Selection Criteria

2.1 ESSENTIAL

- ▶ Tertiary qualification in a relevant discipline and work experience in a related area
- ▶ Experience implementing marketing strategies including in business-to-business and business-to-consumer contexts and across a broad range of tactics
- ▶ Experience delivering successful advertising campaigns across traditional and digital channels, including managing creative and media placement agencies.
- ▶ Well-developed communication and interpersonal skills to successfully work collaboratively across a large organisation and with external service providers
- ▶ Demonstrated experience in managing successful events to achieve marketing objectives
- ▶ Experience in using a customer relationship management system to achieve conversion

DESIRABLE

- ▶ Familiarity with tertiary education sector, particularly the area of student recruitment

3. Job Complexity, Skills, Knowledge

3.1 LEVEL OF SUPERVISION / INDEPENDENCE

The incumbent will work collaboratively and with the guidance of the Marketing and Recruitment Coordinator and the rest of the Marketing team, to deliver agreed campaigns and other marketing activity.

3.2 PROBLEM SOLVING AND JUDGEMENT

The Marketing Officer will be required to exercise sound judgement when solving problems and resolving issues as they arise. This will include working productively with team members and colleagues in the Marketing team, other parts of the University and external service providers.

3.3 PROFESSIONAL AND ORGANISATIONAL KNOWLEDGE

The Marketing Officer will be required to apply a sound knowledge of the field of marketing (including digital advertising), prospective students, MGSE courses and University principles to the role.

3.4 RESOURCE MANAGEMENT

The incumbent will be required to work with allocated budgets and maintain accurate records of expenditure.

3.5 BREADTH OF THE POSITION

The position has responsibility for delivering MGSE recruitment campaigns to attract future students. The incumbent will liaise with colleagues across the University, particularly those in the External Relations team of University Services.

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 strive 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/topics/responsibilities/>

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

Melbourne Graduate School of Education

6.2 BUDGET DIVISION

Our Vision:

A society in which education enables full and equitable participation.

Our Mission

Through effective collaborations, we will deliver:

- ▶ relevant, high quality, high impact research

- ▶ research-informed, clinical teacher education that develops graduates with the capacity to inspire and improve individual learning outcomes
- ▶ outstanding quality postgraduate studies for professionals.

The Melbourne Graduate School of Education (MGSE) is Australia's number 1 and among the world's finest for Education (QS World Rankings by Subject).

MGSE is a hub of high impact research and teaching. Home to a number of internationally recognised experts, we are at the cutting edge of teaching and research in our field.

Part of the University of Melbourne's Parkville campus, we are based at 234 Queensberry Street and 100 Leicester Street. Our buildings are designed specifically for graduate education students, offering a range of contemporary learning and social spaces.

Our flagship Master of Teaching is based on a clinical approach to teaching, and is a significant shift away from traditional approaches to teacher education. We also offer a range of professional development and higher degree research courses for people working in education and related professions. A large number of significant research projects are based here, and we work closely with local, national and international partners on a wide range of projects across education and related disciplines.

For more information about us, visit: education.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>