



University of the  
Sunshine Coast  
Australia

## POSITION DESCRIPTION

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<b>Position:</b>	7016 Manager, International Marketing & Communications
<b>Work Area:</b>	International
<b>Classification:</b>	Level 8
<b>Supervisor:</b>	5924 Associate Director, International (Systems and Operations)

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### VISION

To become Australia's premier regional university.

### MISSION

Enriching our regions, connecting with our communities and creating opportunities for all.

### VALUES

At UniSC we will:

- Advocate for equitable access to education and knowledge
- Recognise and embrace diversity and inclusion
- Champion environmental sustainable principles and practices
- Commit to fair and ethical behaviour
- Respect our people, our communities, and their potential
- Be accountable to ourselves and each other
- Strive for excellence and innovation in all that we do

### OVERVIEW OF INTERNATIONAL

International is responsible for the development and implementation of the University's strategic priorities to increase the cultural diversity of the student population and the global connectedness of graduates. International promotes UniSC's unique product offerings and student experience, while increasing the University's global presence through its international graduates, transnational education opportunities and learning abroad programs. The Directorate is responsible for a range of functions including international marketing, student recruitment, admissions, compliance, partnerships and learning abroad.

### PRIMARY OBJECTIVES OF THE POSITION

1. Develop and implement comprehensive, multi-channel marketing and communication strategies tailored to key international markets, enhancing the University's global visibility and reputation while ensuring alignment with International's strategic goals.
2. Design and deliver targeted marketing campaigns and assets to attract and convert prospective international students achieving enrolment targets and maximising return on investment.



3. Provide leadership and direction to a team of marketing and communication professionals, fostering a collaborative and innovative work environment to drive successful marketing and communication initiatives.

## NATURE AND SCOPE OF POSITION

Under the broad direction of the Associate Director, International Systems and Operations, the Manager, International Marketing and Communications drives the development, implementation and delivery of innovative multi-channel, end-to-end marketing, communication and engagement plans to support the strategic goals of International.

The Manager, International Marketing and Communications promotes the global profile of UniSC and achieves international student recruitment and conversion outcomes through the creation of market-tailored, data-driven strategies, development of quality assets and collateral, and nurturing of internal and external stakeholder relationships.

The role directly supervises a team of professionals, while also engaging hands-on with marketing and communication initiatives to achieve measurable results.

## KEY ACCOUNTABILITIES OF THE POSITION

1. **Strategic Planning:** Develop and implement targeted international marketing and communications strategies, including internal and external stakeholder communications, public relations, digital campaigns, and brand and profiling initiatives, ensuring operational plans deliver against required outcomes.
2. **Team Leadership and Development:** Lead and manage the International Marketing and Communications team, directing their efforts in the digital marketing, enquiry management and conversion space.
3. **International Marketing Campaigns:** Design and deliver market-specific, multichannel international marketing campaigns to achieve international student recruitment targets.
4. **Application Conversion Campaigns:** Design and deliver digital and direct international student conversion strategies to increase conversion rates across applicant cohorts.
5. **Data Analysis:** Undertake strategic analysis, performance tracking and reporting to identify market trends and measure return on investment.
6. **Assets and Collateral:** Develop and manage the execution of effective international marketing and communication assets and collateral, ensuring compliance with relevant legislation concerning marketing to international students.
7. **Stakeholder Engagement:** Work in collaboration with other University departments, including Marketing and Communications, to leverage brand campaigns, assets, technology, resources, and relationships with external service providers, ensuring that the needs of International are considered and accounted for.
8. **Strategic Relationship Management:** Source and manage third party vendor relationships that support marketing and communication activities, making advanced use of marketing technologies to optimise, streamline and measure marketing efforts and outcomes.
9. **Market Intelligence:** Anticipate and keep pace with major trends and best practice in international marketing and communications and provide strategic advice as required across the University.



10. Contribute to a positive and safe work environment for you and others, by modelling and promoting conduct that is culturally capable, inclusive, respectful, and ethical.

## KNOWLEDGE SKILLS AND EXPERIENCE NECESSARY

Applicants need to demonstrate they meet the following **Selection Criteria**:

1. Possess or currently working toward, postgraduate qualifications in a relevant discipline combined with extensive relevant work experience and expertise; or an equivalent combination of relevant experience and/or education/training.
2. Demonstrated experience in developing and implementing high performing integrated marketing and communications campaigns with quantifiable return on investment.
3. Strong stakeholder engagement skills with the ability to develop an expert understanding of the client and their strategic objectives.
4. Strong project management experience with demonstrated ability to work in a high-pressure environment whilst managing competing priorities and deadlines.
5. Proven ability to lead, motivate and manage staff to achieve high standards of work while also managing your own marketing and communications projects.
6. Excellent interpersonal skills and demonstrated effectiveness in negotiation, advocacy, influencing, facilitation, consultation.
7. Ability to diagnose, analyse, conceptualise and provide creative solutions to complex workplace and people management issues.

### Desirable

1. Experience and expertise in the use of a Customer Data Platform and Oracle Eloqua Marketing Automation.
2. Experience in the International Higher Education sector.

### Additional Requirements

It is a condition of employment for this position that:

- There may be a requirement to provide periodic evidence of immunisation against communicable diseases.
- There will be a requirement to occasionally work non-standard hours.
- There may be restrictions on recreational leave during peak periods.

Additionally, in accordance with UniSC's Staff Code of Conduct – Governing Policy, all staff are expected to display professional behaviour, communicate respectfully, and perform their duties responsibly.

A position description is not intended to limit the scope of a position but to highlight the key aspects of the position. The requirements of the position may be altered in order to meet the changing operational needs of UniSC.

***UniSC is committed to creating a work and study environment that values diversity, facilitates equitable access and full participation.***