

## POSITION DESCRIPTION

<b>Position Title</b>	Sales, Marketing and Communications Coordinator		
<b>Organisational Unit</b>	Student Engagement and Services		
<b>Functional Unit</b>	Student Engagement and Services		
<b>Nominated Supervisor</b>	Director, Student, Engagement and Services		
<b>Higher Education Worker (HEW) Level</b>	HEW 7	<b>Campus/Location</b>	North Sydney
<b>CDF Achievement Level</b>	1 All Staff	<b>Position Number</b>	TBC
<b>Employment Type</b>	Full-time, continuing	<b>Date reviewed</b>	9 August 2019

## ABOUT AUSTRALIAN CATHOLIC UNIVERSITY

Mission Statement: *Within the Catholic intellectual tradition and acting in Truth and Love, Australian Catholic University is committed to the pursuit of knowledge, the dignity of the human person and the common good.*

At ACU we pride ourselves on offering a welcoming environment for everyone. At the same time, we are a university committed to standing for something clear. We stand up for people in need and causes that matter. ACU's Mission is central to the University, and informs every area – integrating the dignity of the human person, the common good, and ethical and social justice considerations into our core activities of student learning and teaching, research and service.

We are a publicly-funded university which has grown rapidly over the past few years. We're young, but we are making our mark: ranking among the top universities worldwide. We have got seven campuses around Australia, more than 200 partner universities on six continents, and a campus in Rome, Italy.

We know that our people make us a university like no other. It's your values, action and passion that makes the difference. Whatever role you may play in our organisation: it's what you do that defines who we are.

We value staff, offering excellent leave and employment conditions, and foster work environments where they have the ability grow and develop. We continue to invest in our facilities and workplaces, and actively involve staff in shaping the future direction of the organisation.

In order to be agents of change in the world, we all need to see life through the eyes of others. We believe that our role as a university is to inspire and equip people to make a difference – and that means cultivating their ability to act and think empathetically.

We hope that you might champion these values, and work with us to create a place of learning that is not only the envy of the world, but the making of it.

The structure to support this complex and national University consists of:

- Provost and Deputy Vice-Chancellor (Academic)
- Chief Operating Officer & Deputy Vice-Chancellor (Administration)
- Deputy Vice-Chancellor (Research)
- Deputy Vice-Chancellor (Education and Innovation)
- Deputy Vice-Chancellor (Coordination)
- Vice President

Each portfolio consists of a number of Faculties, Research Institutes or Directorates. The Vice President drives both the Identity and the **Mission** of the University. In addition, five Associate Vice-Chancellors and Campus Deans focus on the University's local presence and development of the University at the local 'campus' level

## **ABOUT THE CORPORATE SERVICES PORTFOLIO**

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The Corporate Services Portfolio enables and fosters an engaging student and workplace experience through services aligned to the Identity and Mission, and the Strategic Plan of the University.

The priorities of Corporate Services are to:

- Lead with **respect, integrity and courage**
- Strive for **excellence** through a culture of continuous improvement
- Deliver **quality services** to students, staff and stakeholders
- Work **collaboratively** to achieve the best outcomes for ACU
- Act responsibly and sustainably in the stewardship of **resources**.

The Corporate Services Portfolio is comprised of the directorates of Finance, General Counsel, Governance, Human Resources, Information Technology, Marketing & External Relations, Planning & Strategic Management, Properties & Facilities, Student Engagement & Services, and Student Administration.

## **ABOUT STUDENT ENGAGEMENT AND SERVICES**

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Since March 2012, Student Engagement and Services (SES) has developed a range of programs broadening the opportunities for students in the co-curricular space at ACU. The ACU Strategic Plan, Students Learning and Teaching Portfolio Operational Plan and the Learning for Life Strategy have shaped the need for the development of such programs and services.

The Student Engagement and Services Directorate facilitates programs and services through a national approach delivered by campus-based staff, these programs include:

1. Sport, Health & Wellbeing including:
  - Sport Clubs
  - Australian University Sport endorsed programs
  - Elite Athlete and Performer Program
  - Gyms, Fitness Classes and Facilities
  - Social Sport and Community Events
2. National Student programs including Legal Services
3. A virtual (non-campus dependent) student discount program
4. Student Accommodation under the Living & Learning Communities
5. ACU Medical Centres

The above listed programs are funded by user pays fees, operating funds and Student Services and Amenities Fees (SSAF).

## POSITION PURPOSE

The Sales, Marketing and Communications Coordinator is responsible for developing the Student, Engagement and Services (SES) sales, marketing and communication plan and to lead the production and delivery of campaigns and communications, in collaboration with functional team leaders within SES.

The role will assist functional unit leads in generating revenue and participation targets for their programs and services.

The role will act as a conduit between the SES Directorate and Marketing & External Relations including utilisation of the University brand.

The Coordinator will administer the sponsorship opportunities for ACU Sporting clubs and social businesses units and programs.

## POSITION RESPONSIBILITIES

### Introduction

Several frameworks and standards express the University's expectations of the conduct, capability, participation and contribution of staff. These are listed below:

- ACU Strategic Plan 2015-2020
- Catholic Identity and Mission
- ACU Capability Development Framework
- Higher Education Standards Framework
- ACU Service Delivery Model
- ACU Staff Enterprise Agreement including provisions in relation to Performance Excellence

The [Capability Development Framework](#) is important in understanding the core competencies needed in all ACU staff to achieve the University's strategy and supports its mission.

### Key responsibilities

Key responsibilities specific to this position	Relevant Core Competences ( <a href="#">Capability Development Framework</a> )	Scope of contribution to the University			
		Within the work unit or team	School or Campu s	Faculty or Directo rate	Across the Univer sity
		✓	✓	✓	✓
Develop and implement Sales, Marketing and Communications Plans for all SES functional units.	<ul style="list-style-type: none"> <li>• Deliver stakeholder centric service</li> <li>• Make informed decisions</li> <li>• Communicate with impact</li> </ul>			✓	
Develop and implement strategies to generate sales, sign-ups and registrations across all social enterprises and program areas by liaising with functional unit leads to create, track and report on sales activities and campaigns.	<ul style="list-style-type: none"> <li>• Communicate with impact</li> <li>• Apply commercial acumen</li> <li>• Be responsible and accountable for achieving excellence</li> </ul>				✓

Coordinate and drive the collection of content from functional unit leads to schedule and fulfil marketing and communication plans. Actively participate in raising competence of functional unit leads to create high quality content and market their programs and services as required.	<ul style="list-style-type: none"> <li>• Communicate with impact</li> <li>• Coach and develop</li> <li>• Be responsible and accountable for achieving excellence</li> </ul>			✓	
In conjunction with ACU Marketing and external relations establish user guidelines and procedures, in association with Managers and functional unit leads to ensure brand consistency and equity across programs and campuses.	<ul style="list-style-type: none"> <li>• Communicate with impact</li> <li>• Collaborate effectively</li> <li>• Be responsible and accountable for achieving excellence</li> </ul>			✓	
Build relationships between SES and Internal Student Communications unit and ACU Marketing Future Students, Design, Content and Digital Marketing teams to fully utilise all internal and external communications channels.	<ul style="list-style-type: none"> <li>• Collaborate effectively</li> <li>• Be responsible and accountable for achieving excellence</li> <li>• Know ACU work processes and systems</li> </ul>				✓
Produce Directorate wide internal and external communications, sales and marketing content and collateral in line with program objectives by utilising graphic design, photo and video editing skills.	<ul style="list-style-type: none"> <li>• Communicate with impact</li> <li>• Make informed decisions</li> <li>• Deliver stakeholder centric services</li> </ul>			✓	
Facilitate the roll-out and integration of Student Engagement Content Management System and other communication business systems across the directorate. Establish and deliver user support training, processes and reference guides, and act as the first point of contact for University wide technical support.	<ul style="list-style-type: none"> <li>• Know ACU work processes</li> <li>• Adapt and lead change</li> <li>• Deliver stakeholder centric service</li> </ul>			✓	
Act as a first point of contact for users for technical support, advice and escalation of issues in relation to the business communication programs and services	<ul style="list-style-type: none"> <li>• Communicate with impact</li> <li>• Deliver stakeholder centric services</li> <li>• Know ACU work processes and systems</li> </ul>			✓	
Utilise graphic design tools, social media scheduling platforms and appropriate campaign analytics systems to improve content delivered and analyse effectiveness of digital campaigns	<ul style="list-style-type: none"> <li>• Communicate with impact</li> <li>• Deliver stakeholder centric services</li> <li>• Know ACU work processes and systems</li> </ul>			✓	
Oversee a coordinated Directorate approach ensuring equitability in promoting the variety of programs at multiple campus locations nationally.	<ul style="list-style-type: none"> <li>• Communicate with impact</li> <li>• Know ACU work processes and systems</li> </ul>			✓	

## HOW THE ROLE OPERATES

### Key Challenges and Problem Solving

- Structure, planning and implementing effective processes to maintain the functions and demands of many functional units within the Directorate, through formal meetings with functional units, reviewing monthly and annual sales and marketing results together with social media, content and channel results for each campaign
- Develop and implement effective marketing plans for each functional unit which address key business outcomes
- The incumbent must be highly engaged within the functional units to identify and act on ad-hoc opportunities.

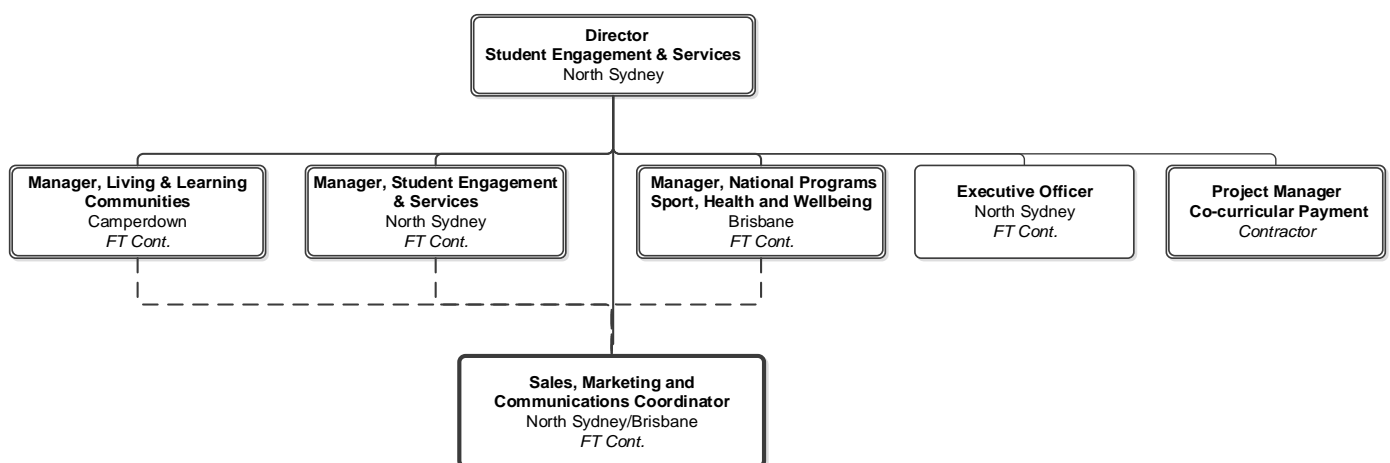
### Decision Making / Authority to Act

- The position holder has substantial autonomy in the day-to-day coordination of sales, marketing and communication services for the Directorate. More complex and new campaigns will require input from the Director
- Examples of more complex and new campaigns are where campaigns straddle across a number of functional units, i.e. sport and accommodation, new campaigns for new program or substantive changes to existing campaigns.

### Communication / Working Relationships

- The position holder will be required to communicate with prospective students, current students, staff, and community members with the objective of promoting the activities of the Directorate.
- The position holder communicates internally with staff from other Directorates collaborating to communicate sales and marketing initiatives and direction consistent with guidelines and relevant business plans to those delivering the services, such as MER.
- The position holder liaises with internal and external stakeholders to arrange meetings and to share and receive information for the Director.

### Reporting Relationships



For further information about structure of the University refer to the [organisation chart](#).

## SELECTION CRITERIA

### Qualifications, skills, knowledge and experience

1.	Completion of a bachelor's degree in communications, marketing and/or related field, with experience utilising communication systems. Experience in the sporting industry and communicating to youth/tertiary education students would be desirable.
2.	Proven ability to establish and deliver comprehensive marketing and communication plans.
3.	Proven graphic design, photo and video editing skills.
4.	Ability to engage business leads in establishing sales and participation KPI's/targets and analyse campaign effectiveness. Be able to coach and develop business leads to better report on and achieve set targets.
5.	Excellent written and verbal communication skills. Ability to deliver creative and innovative sales and marketing materials and communications.
6.	Ability to work collaboratively within the work teams and with other ACU business units such as Marketing and External Relations to identify, design and deliver quality sales and marketing communications
7.	Ability to work under tight deadlines and competing business demands in a rapidly changing environment.
8.	Demonstrated use of analysis tools to track and review effectiveness of campaigns and communications to report on participation and engagement data, year on year.
9.	Self-motivated, confident, energetic, detail orientated team player

### Core Competencies (as per the [Capability Development Framework](#))

10.	Demonstrate confidence and courage in achieving ACU's Mission, Vision and Values by connecting the purpose of one's work to ACU's Mission, Vision and Values.
11.	Ability to understand the business environment in which ACU operates and adopt a University-wide point of view to seize opportunities and improve commercial viability.

### Other attributes

12.	Demonstrated commitment to cultural diversity and ethical practice principles and demonstrated knowledge of equal employment opportunity and workplace health and safety, appropriate to the level of the appointment.
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