



POSITION DESCRIPTION

Marketing and Communications

Melbourne School of Engineering

Manager, Marketing and Communications

POSITION NO	0033722
CLASSIFICATION	PSC 10A
SALARY	\$144,048 p.a.
SUPERANNUATION	Employer contribution of 9.5%
WORKING HOURS	Full-time (1.0)
BASIS OF EMPLOYMENT	Fixed term for 12 months Fixed term contract type: Replacement Staff Member
WHY JOIN MSE	http://www.eng.unimelb.edu.au/about/join-mse/why-join-mse
HOW TO APPLY	Online applications are preferred. Go to http://about.unimelb.edu.au/careers , under 'Job Search and Job Alerts', select the relevant option ('Current Staff' or 'Prospective Staff'), then find the position by title or number.

For information about working for the University of Melbourne, visit our websites:
about.unimelb.edu.au/careers

The University of Melbourne

Established in 1853, the University of Melbourne is a public-spirited institution that makes distinctive contributions to society in research, learning and teaching and engagement. It's consistently ranked among the leading universities in the world, with international rankings of world universities placing it as number 1 in Australia and number 32 in the world (Times Higher Education World University Rankings 2017-2018).

To discover more about the University's strategy, *Growing Esteem*, visit:
<https://about.unimelb.edu.au/strategy/growing-esteem>

Melbourne School of Engineering (MSE) - MSE 2025 Strategy

Melbourne School of Engineering (MSE) has been the leading Australian provider of engineering and IT education and research for over 150 years. We are a multidisciplinary School organised into three key areas; Computing and Information Systems (CIS), Chemical and Biomedical Engineering (CBE) and Electrical, Mechanical and Infrastructure Engineering (EMI). MSE continues to attract top staff and students with a global reputation, and has a commitment to knowledge for the betterment of society.

Our ten-year strategy, MSE 2025, is our School's commitment to bring to life the University-wide strategy *Growing Esteem* and reinforce the University of Melbourne's position as one of the best in the world. Investment in new infrastructure, strengthening industry engagement and growing the size and diversity of our staff and student base to drive innovation and develop the transformative technologies of the future are all fundamental principles underpinning MSE 2025.

www.eng.unimelb.edu.au

Marketing and Communications

The Marketing and Communications team delivers strategic marketing and communications initiatives that support the University's position as a worldwide leader in engineering and IT teaching and research. The unit manages the Melbourne School of Engineering and associated sub brands, and offers services and advice to support the Schools' marketing and engagement activities.

Position Purpose

This position is responsible for developing and achieving the overarching marketing and communications strategy nationally and internationally for the Melbourne School of Engineering (MSE), vital to the achievement of the University's strategic plan, *Growing Esteem*, and the School's vision and strategy for 2025 (MSE 2025).

The role is accountable for the strategy and performance surrounding the brand value proposition, positioning and identity; customer insights and experience; and the amplification of our 'voice' to increase brand resonance and affinity.

A focus of the role is to develop the marketing and communications strategy for MSE 2025 with a particular focus on: improving the quality, quantity and diversity of our student population; communicating the relevance and impact of our research and teaching to key stakeholders and the broader community; promoting our research capabilities and services to industry and government; and encouraging customer centricity through communications and programs to enhance our customers' experience.

Reporting to the School Executive Director, this role will lead the development and maintenance of first-class functional capability in the School to achieve brand and reputation objectives and alignment. As a senior management team member, this role will be required to present as a technical expert within the marketing communications space, and work as a strategic enabler across the business. Vitally, this role will develop and maintain effective working relationships with University Services, Chancellery, key academic stakeholders, and other relevant business service units to ensure the effective delivery of campaigns and initiatives, and to champion continuous improvement in marketing and communications across the University.

The role also sees this person responsible for maximising the impact and reach of the MSE's marketing and communications, through channel management (including social, web, print, media etc.), the development of compelling and engaging content, and the delivery of innovative campaigns.

This position has direct budget accountability of approximately \$1 million, and manages a team of eight, with four direct reports, as well as a number of casual staff members.

The Melbourne School of Engineering is strongly committed to supporting diversity and flexibility in the workplace. Applications for part-time or other flexible working arrangements will be welcomed and will be fully considered subject to meeting the inherent requirements of the position. The School strongly encourages applications from Indigenous Australians in response to its Indigenous Employment Plan 2016-18.

Selection Criteria

ESSENTIAL

- ▶ Relevant qualification in marketing and experience, or an equivalent combination of experience and/or education/training
- ▶ Demonstrated experience successfully leading an integrated marketing and communications function within a large and complex organisation
- ▶ Significant experience managing the design of new ways of working, creative planning and resource management to deliver to business objectives
- ▶ Strong professional writing and editing skills, including writing for multiple audiences in various formats and environments to deliver internal communications during a significant period of change
- ▶ Excellence in the development and delivery of strategic marketing and communications plans
- ▶ Ability to track and analyse campaign performance to make recommendations for improvements
- ▶ Adept at influencing and engaging diverse internal and external stakeholders, with strong interpersonal and communication skills
- ▶ Ability to adapt to the changing needs and priorities of the business whilst working to tight deadlines
- ▶ Outstanding presentation skills encompassing verbal and written communication
- ▶ Proven expertise in the management of significant operational, human resources and budgeting activities

DESIRABLE

- ▶ Knowledge of the tertiary education sector.

Key Responsibilities

- ▶ Develop and lead the implementation of the MSE's marketing and communications strategy to support the School's ten-year strategy and vision.
- ▶ Be accountable for leadership and professional development of staff, and contribute to business planning and budget management.
- ▶ Provide strategic leadership on marketing and communications priorities, objectives and delivery, and contribute to business planning and strategy.
- ▶ Deliver integrated marketing and communications campaigns to generate new leads, build brand awareness, and foster engagement with target audiences to achieve business objectives.
- ▶ Strengthen the School's ability to create, integrate and amplify content that supports our brand proposition across a variety of formats for target audiences (i.e. video, imagery, podcasts, stories, case studies, press releases etc.).
- ▶ Oversee the management and continued development of the MSE's marketing communications channels (i.e. web, social, media and advertising, print, events etc.) to maximise their effectiveness, strategic relevance and reach.
- ▶ Act as the authority and champion of the MSE brand, ensuring consistent brand expression and messaging through multi-platform communications, and implementation of brand guidelines in line with UoM brand architecture.
- ▶ Lead and manage the planning, delivery and measurement of impactful content through the most relevant and effective channels in line with the internal communications strategy to support our transformative period of change and growth period.
- ▶ Provide leadership in communications targeting internal and external stakeholders around major milestones in the MSE 2025 strategy across infrastructure, research, teaching and engagement.
- ▶ Deepen our understanding of customer motivations and needs, design value propositions for MSE customers, and apply insights to shape communications and programs to improve our customers' experience, particularly students and industry partners.
- ▶ Contribute actively to the delivery of the University's strategic marketing and communications imperatives and projects, and lead their implementation across the MSE.
- ▶ Drive the implementation of a responsive approach to market for MSE, in collaboration with Chancellery and University Services, with a focus on engaging content for media, personalised communications, marketing automation and the implementation of a University-wide CRM.
- ▶ Deliver high-quality marketing and communications project management services for key MSE initiatives and activities.
- ▶ Develop a systemic way to measure marketing and communications activity and articulate return on investment.
- ▶ Manage and monitor the marketing and communications budget, and identify and deliver cost efficiencies through process innovation and technology.
- ▶ Build strong and effective working relationships with key internal stakeholders to deliver to the MSE's needs, and also champion continuous improvement in marketing and communications across the University.
- ▶ Ensure compliance and quality assurance management, in line with requirements under the University's risk management framework including O,H&S, legislation, statutes, regulations and policies, as outlined in section 4.

Job Complexity, Skills, Knowledge

LEVEL OF SUPERVISION / INDEPENDENCE

The Manager, Marketing and Communications operates with a high overall degree of autonomy with broad direction from the School Executive Director. This role has substantial management responsibilities across the marketing and communications portfolio. The incumbent is required to manage a high-performing team to lead the development of strategies and process to promote operational best practice and collaboration across the School, and the University.

PROBLEMS SOLVING AND JUDGEMENT

The incumbent requires excellent interpersonal skills and the capacity to lead and inspire confidence. The Manager, Marketing and Communications is required to identify and develop opportunities as well as initiate and deliver appropriate recommendations for the School, and the University. The incumbent will have strong problem-solving and negotiation skills, as well as sound analytical skills, in order to increase marketing efficiency and create a culture of data-driven decision making across the School. The Manager, Marketing and Communications will have demonstrated initiative and the ability to achieve results in a complex organisational environment.

PROFESSIONAL AND ORGANISATIONAL KNOWLEDGE

The incumbent is expected to have a comprehensive understanding of the School's strategic direction, research agenda, major projects and courses. This position will bring a strategic perspective to the development, communication and implementation of new ways of working to support and deliver the School's strategies.

The incumbent is also expected to have knowledge of the leading trends in the fields of marketing and communications. The appointee will contribute to strategic marketing and communications initiatives led by the University, leverage centrally-driven activities and campaigns for MSE, and implement the latest technologies across MSE. The appointee will work with a diverse range of colleagues and stakeholders to develop strong effective relationships to deliver mutually beneficial outcomes.

The Manager, Marketing and Communications is expected to provide stewardship, governance and strategic direction on all matters relating to brand, marketing and communications policy and strategy for MSE.

Staff are expected to display impeccable professional conduct in all aspects of work in keeping with the values statement of the School which is outlined below.

The Melbourne School of Engineering values:

- ▶ Innovation, creativity, entrepreneurship, quality, scholarship
- ▶ Collaboration and team work, in a competitive academic world, harnessing the passion and talents of all staff and students
- ▶ Leadership with transparency, integrity and responsible ethical behaviour
- ▶ Every individual - we treat them with respect; provide fair and honest appraisal; mentor and develop them to realise maximum potential; and celebrate achievement
- ▶ Our planet - we endeavour to live, think and work sustainably

RESOURCE MANAGEMENT

The Manager, Marketing and Communications is expected to manage the MSE marketing and communications budget of approx. \$1 million (non-salary). This role manages a team of seven

staff, with four direct reports, in addition to casual staff. The incumbent will be expected to manage workload and balance the work requests and priorities within the Marketing and Communications team, and identify and deliver cost efficiencies through process innovation and technology.