



Position Description

College/Division:	ANU Marketing and Student Recruitment Division
Faculty/School/Centre:	
Department/Unit:	Director's Office
Position Title:	Project Manager (ANU Story)
Classification:	Senior Manager 1
Position No:	
Responsible to:	Associate Director, Marketing Insight
Number of positions that report to this role:	4
Delegation(s) Assigned:	TBC

PURPOSE STATEMENT:

To professionally manage and oversee the conception, implementation and review of the ANU Story business process improvement process.

KEY ACCOUNTABILITY AREAS:

Position Dimension & Relationships:

The ANU Marketing and Student Recruitment Division brings together international and domestic recruitment, strategy, market research, marketing, advertising, website, social media engagement and creative design at ANU. The Division is responsible for delivering high quality communications and experiences to internal and external ANU community members.

The Project Manager (ANU Story) will work under the supervision of the Associate Director, Marketing Insight, to oversee the conception, implementation and review of the ANU Story brand project, leading the team and working across traditional functional boundaries to resolve complex issues and gain consensus amongst a diverse group of stakeholders.

Role Statement:

Under the broad direction of the Associate Director, Marketing Insight, the position is responsible for:

- Lead and develop the tactical design and implementation of brand systems by creating functional plans that make it easy for all stakeholders to access and use the brand.
- Lead and manage the flow of sub-projects. This may be via the coordinating project kick-offs and weekly meetings, gathering information and assets as required, and obtaining required approvals.
- Manage & drive cross-functional brand group forums & marketing forums collecting insights and feedback that informs decision-making.
- Monitor progress of projects to ensure milestones and performance indicators are met, prepare project status reports for members of the Steering Committee/Program Board.
- Lead the development and execution of a scalable brand education and training program to ensure brand adoption and compliance.
- Provide effective leadership, management, and engagement to the ANU Story team members, ensuring all objectives and deadlines are met, supporting their career development and knowledge sharing and building a highly effective team.
- Establish, operationalise and continually optimise the brand compliance program.
- Deliver and follow through with project plans including budgets, resource management and risk management. Proactively identify risks and develop and communicate solutions to contingency plans and manage accordingly.
- Provide advice and support to drive the change and business transformation required to deliver the benefits of the brand.
- Comply with all ANU policies and procedures, in particular those relating to work health and safety and equal opportunity.

SELECTION CRITERIA:

1. Relevant postgraduate qualifications and demonstrated extensive (5+ years) experience in a complex organisation, or an equivalent combination of relevant experience and qualifications/training. Proven experience as a project manager, strategist, account lead, or brand manager at a consultancy, design agency or internal brand team will be highly regarded.
2. Proven high-level knowledge of brand development, standardisation, and improvement methods.
3. Extensive experience in project management including successful delivery of projects on time, within budget to the quality expectation of the customer and stakeholders within a large and complex environment.
4. Demonstrated high level of interpersonal, communication skills, both written and oral, included demonstrated relationship development skills, and the ability to liaise effectively with senior stakeholders and partners.
5. Demonstrated people management and engagement experience in a culturally diverse environment, with an ability to coach and mentor staff, to prioritise workloads and to lead the team to delivery on challenging and high level outcomes.
6. Effective planning, prioritisation, and coordination expertise to successfully lead and manage multiple projects simultaneously.
7. Demonstrated experience facilitating workshops and training sessions to achieve objectives.
8. Highly developed analytical and conceptual skills with proven experience using data to drive decisions and measure results.
9. A demonstrated high-level of understanding of equal opportunity principles and occupational health and safety and a commitment to their application in a university context.

Delegate Signature:

Date:

Printed Name:

Position:

References:

[General Staff Classification Descriptors](#)

[Academic Minimum Standards](#)