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| **Position Title** | Chief Marketing Officer |
| **Classification** | Senior Appointment |
| **School/Division** | Office of Deputy Vice-Chancellor (Operations) |
| **Centre/Section** | Office of Deputy Vice-Chancellor (Operations) |
| **Supervisor Title** | Deputy Vice-Chancellor (Operations) |
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**Your work area**

The University of Western Australia (UWA) is ranked among the top 100 universities in the world and a member of the prestigious Australian Group of Eight research intensive universities. With a strong research track record, vibrant campus and working environments, supported by the freedom to innovate and inspire, there is no better time to join Western Australia’s top university.

The Office of the Deputy Vice-Chancellor (Operations) (DVCO) is to oversee the University-wide operational management across UWA.

The Brand, Marketing and Recruitment (BMR) division provides organisational wide brand strategy and ongoing brand management, strategic marketing and planning, marketing communications activities; digital communication, research, and segmentation. BMR provides sales and marketing planning and campaign assistance to help attract and recruit students. Marketing and recruitment activities planned and implemented by the BMR team are designed to help achieve the University’s strategic goals of brand and reputation building and attracting domestic and international students to study at UWA.

**Reporting structure**

Reports to: Deputy Vice-Chancellor (Operations)

Direct reports: Executive Officer, Associate Director of Marketing Insight and Analytics, Associate Director of Corporate Communications, Associate Director of Brand and Marketing, Director of Future Students, and Associate Director of Admissions.

**Your role**

The Chief Marketing Officer is responsible for directing, developing, and implementing communications and marketing strategies that promote the University and strengthen its position as a leader in the higher education sector both in Australia and internationally. The Chief Marketing Officer also oversees the provision of strategic student recruitment direction and management for the University. This is in line with the University’s priority external relations objective to improve the University’s positioning and reputation, and to develop strategic relationships and community engagement.

The position provides professional leadership to the University’s functions across a full range of communications and marketing activities, in both digital and print environments. As well as being highly strategic in nature, this position influences the University Executive and senior managers in the tactical planning areas related to UWA’s reputation, student recruitment, corporate communications, and community engagement.

**Your key responsibilities**

Provide overarching strategic advice and direction for university-wide brand strategy, strategic communications, marketing initiatives, and student recruitment activities in collaboration with internal stakeholders.

Provide leadership in setting the strategic direction, operations and delivery of an integrated brand and marketing program to protect, promote and shape the University’s brand and reputation by:

- Overseeing the planning and implementation of marketing strategies across all global markets to help build the brand position and to attract business partners and students to UWA

- Overseeing the strategic development of the University’s digital presence through the delivery of high quality communication and marketing material across a variety of engagement and media channels

- Overseeing the planning and implementation of student recruitment strategies to attract domestic and international students to the University, aligned to and enhancing the value of the brand

Contribute to University wide strategy and policy development in accordance with appropriate University policies and plans.

Manage and report on the Brand, Marketing and Recruitment division’s operations, budget, and expenditure.

Attract, recruit, and retain highly-skilled communications, media and marketing staff through leadership, performance management and feedback to ensure the objectives of the division are met or exceeded.

Other duties as required.

**Your specific work capabilities (selection criteria)**

Relevant tertiary qualification or demonstrated equivalent competency.

Substantial and extensive management and leadership experience at an appropriate level with demonstrated experience in motivating and developing high-performing creative professionals, managing change, and efficiently managing resources and budgets.

High level skills in influencing, negotiating, motivating, and communicating across a large, complex organisation with the ability to build and manage relationships at a senior level including leaders in business, industry, government, the media, and the wider community.

Extensive experience in successfully leading the marketing and communications function of a large and complex organisation, including high-level capabilities in developing, implementing, and managing strategic communication and marketing (including digital media) plans to achieve organisational objectives.

Demonstrated ability to determine long term planning and key strategic direction and excellent conceptual and analytical skills.

Superior written and verbal communication skills with the ability to produce clear and succinct reports supporting planning and policy development.

**Compliance**

Ensure you are aware of and comply with legislation and University policy relevant to the duties undertaken, including:

[The University Code of Conduct](https://www.uwa.edu.au/policy?#184F3554-D498-4400-9A86-4282EED06B32)

[Inclusion and Diversity](https://www.uwa.edu.au/about-us/values-vision-strategy/diversity-equity-and-inclusion)

[Safety, Health and Wellbeing](https://www.safety.uwa.edu.au/)