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| <b>Position Title</b>             | Marketing Officer                |
| <b>Classification</b>             | Level 6                          |
| <b>School/Division</b>            | Brand, Marketing and Recruitment |
| <b>Centre/Section</b>             | Brand and Marketing              |
| <b>Supervisor Title</b>           | Marketing Manager (Schools)      |
| <b>Supervisor Position Number</b> | 319745                           |
| <b>Position Number</b>            | 315879, 315881, 315883, 315884   |

### Your work area

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The Brand, Marketing and Recruitment (BMR) division exists for the purpose of showcasing the best of UWA, ultimately enhancing reputation and driving student recruitment. The division consolidates all marketing, communications and future student related activity into one team, enabling efficiency and effectiveness gains for the University.

Functions delivered by the BMR division include organisational wide brand strategy and management, strategic marketing planning, communications activities (advertising, marketing, content, media, public relations); digital communication, reputation management, recruitment planning, business development, schools engagement, contact centre operations and admissions services. The range of functions delivered are all targeted at managing the University's reputation and achieving its revenue goals.

The Brand and Marketing team within BMR provides strategic brand direction and ongoing brand management for the University. The brand and marketing team works across all global markets to help build the brand position and to attract business partners and students to UWA. The Brand and Marketing team consults with; and across all areas of the University to implement marketing plans and associated activities.

### Reporting structure

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Reports to: Marketing Manager (Schools)

### Your role

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The Marketing Officer supports the delivery of an integrated marketing, communications and events for the University. Under limited direction from the Marketing Manager (Schools) this role will provide expertise to support and advise on all College of Schools facing marketing communications and events. The role will implement operational communications activities internally and externally, and contribute expertise to research, and write and edit original material for a range of channels.

### Your key responsibilities

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Plan and implement the operational marketing, event and communications strategies in line with University priorities.

In conjunction with the BMR team deliver marketing communications activities including social media, advertising, events, promotions, digital and PR.

Liaise and build positive working relationships with a wide range of University staff, to identify and facilitate opportunities and ensure an integrated communications and marketing function for the University.

Contribute to the development and implementation of marketing and communication plans.

Plan, manage and implement events ensuring they are delivered in a consistently professional way, delivered on time and on budget and are aligned with the University's brand and marketing strategy.

Provide insights, analytics and reporting on our marketing efforts.

Create, maintain and optimise relevant webpages, including SEO, ensuring content is accurate.

Other duties as required.

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

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Relevant tertiary qualification or demonstrated equivalent competency.

Proficiency in a range of computing skills including word processing, PowerPoint, spreadsheets, databases, website and email and relevant marketing programs.

Highly developed written and verbal communication skills with a strong customer focus.

Highly developed organisational skills and demonstrated ability to meet deadlines.

Demonstrated ability to work independently, show initiative and work as part of a team.

Demonstrated planning and project management skills, with demonstrated ability to deliver projects on time and within budget.

Substantial relevant marketing and administrative experience including events organisation, website maintenance and office procedures.

### **Special requirements (selection criteria)**

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Occasional weekend work

Some after-hours work may be required

Able to fit the physical requirements of the position

### **Compliance**

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

The University's Code of Conduct [hr.uwa.edu.au/policies/policies/conduct/code/conduct](http://hr.uwa.edu.au/policies/policies/conduct/code/conduct)

Inclusion and Diversity [web.uwa.edu.au/inclusion-diversity](http://web.uwa.edu.au/inclusion-diversity)

Safety, health and wellbeing [safety.uwa.edu.au/](http://safety.uwa.edu.au/)