

<b>POSITION TITLE</b>	Marketing Officer
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<b>COLLEGE/DIVISION</b>	Vice Chancellors Office
<b>SCHOOL/SECTION</b>	Marketing Office
<b>CAMPUS</b>	Sandy Bay
<b>CLASSIFICATION</b>	HEO5
<b>DATE</b>	July 2019

#### POSITION SUMMARY

The University of Tasmania is building a vision of a place-based University with a mission to enhance the intellectual, economic, social and culture future of Tasmania, and from Tasmania, contribute to the world in areas of distinctive advantage. The University recognises that achieving this vision is dependent on the people we employ as well as creating a University that is values-driven, relational, diverse, and development-focused.

The Marketing Officer will provide support to the Advertising Coordinator across a wide range of marketing activities. The Marketing Officer will assist in the preparation of lead generation and conversion plans, working closely with internal stakeholders. The position is responsible for the development, implementation and evaluation of marketing plans, and provides strategic and tactical advice relating to recruitment and nurture activity.

The Marketing Officer works with the Advertising Coordinator to ensure campaigns are developed and executed in line with the strategic direction of the University.

The applicant brings industry knowledge and awareness of emerging trends and issues across the portfolio.

We are an inclusive organisation that works from the strength that diversity brings. We are dedicated to attracting, retaining and developing our people and are committed to our equity and inclusive principles and celebrate the range of diversity assets which gender identity, ethnicity, sexual orientation, disability, age and life course bring. Applications are encouraged from all sectors of the community.

#### POSITION RELATIONSHIPS

<b>Supervisor</b>	Advertising Coordinator
<b>Direct reports</b>	Nil
<b>Other</b>	Office of Marketing staff International & Domestic Student Recruitment Senior Management of the University University staff including members of Colleges and Divisions Students, alumni and external stakeholders

## KEY ACCOUNTABILITIES

1.	Develop, execute and evaluate University email campaigns to drive recruitment and conversion of existing applications.
2.	Assist the Advertising Coordinator in the management, development and production of marketing materials within agreed timeframes including publications, merchandise, reports and other marketing specific promotional materials.
3.	Coordination of Marketing activity in the execution of the annual and overall marketing plans.
4.	Ensure campaign materials display across all required channels/devices and meet quality standards of the University.
5.	Foster relationships with both internal and external stakeholders.
6.	Receive briefs from internal and external stakeholders, and assist with workflow traffic within the Office of Marketing.
7.	Ensure all marketing activities align with the University of Tasmania Strategic Plan and organisation marketing strategies.

## DECISION MAKING AUTHORITY/LEVEL OF RESPONSIBILITY

Tasks are performed under the broad direction of the Advertising Coordinator.

In addition, the successful applicant is required to act independently, and maintain confidentiality through discretion and judgement, while also exercising initiative in performing and completing tasks.

Decisions are made within the scope of established procedures and guidelines.

## POSITION CRITERIA

### Essential Requirements

1. Completion of a degree and experience in marketing or a related area (eg communications, media, public relations or journalism) or relevant marketing experience.
2. Proven ability to manage projects and concurrent priorities, as well as work independently and apply continuous improvement principles.
3. Demonstrated marketing and communication skills as evidenced by high quality email publications, advertising and publicity material.
4. Experience with email platforms and creating digital assets. (HTML experience will be highly regarded.)
5. Flexibility and responsiveness to changing priorities and a proven capacity to perform well in a pressure environment.
6. Excellent written, oral and interpersonal communications skills including the ability to communicate and present effectively to both small and large groups, and with a diverse range of people and organisations at all levels.
7. Competence with a range of computer applications including Microsoft Office (Word, PowerPoint, Excel) internet browsers, email etc.

### Desirable Attributes

1. Demonstrated familiarity with, or knowledge of, issues facing the tertiary education sector.

### WORKPLACE HEALTH AND SAFETY

- All staff assist the University to create and maintain an environment where people are safe, healthy and well by using and improving the systems and equipment we have for work.
- All staff actively manage risks associated with their work and report hazards, near-misses and incidents to their Supervisor to enable teams to positively learn and improve our systems and equipment.
- Supervising staff support and equip their teams to work safely by providing information, training and supervision. They respond quickly to issues and create an environment where teams are encouraged to positively intervene and empowered to make improvements.

### UTAS VALUES AND BEHAVIOURS



We subscribe to the fundamental values of **honesty, integrity, responsibility, trust and trustworthiness, respect and self-respect, and fairness and justice**. We bring these values to life by our individual and collective commitment to:

- \* Creating and serving shared purpose
- \* Nurturing a vital and sustainable community
- \* Focusing on opportunity
- \* Working from the strength diversity brings
- \* Collaborating in ways that help us be the best we can

Our [University Behaviour Policy](#) sets out these values, standards and expectations for appropriate behaviour that apply to all employees and characterise the collegial and community nature of our University.