



POSITION DESCRIPTION

Engagement and Marketing Team
Faculty of Architecture, Building and Planning

Manager, Marketing Communications and Media

POSITION NO	0034026
CLASSIFICATION	PSC 8
SALARY	\$99,199 - \$107,370 (pro rata for part-time)
SUPERANNUATION	Employer contribution of up to 17%
WORKING HOURS	Full-time
BASIS OF EMPLOYMENT	Fixed-term to 17 June 2019
OTHER BENEFITS	http://about.unimelb.edu.au/careers/working/benefits
HOW TO APPLY	Online applications are preferred. Go to http://about.unimelb.edu.au/careers , select the relevant option ('Current Opportunities' or 'Jobs available to current staff'), then find the position by title or number.
CONTACT FOR ENQUIRIES ONLY	Sara Brocklesby Tel +61 3 9035 6165 Email s.brocklesby@unimelb.edu.au <i>Please do not send your application to this contact</i>

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

Position Summary

The Manager, Marketing Communications and Media leads the broad marketing communications team, ensuring the provision of a high quality and fully integrated communications service for the Faculty of Architecture, Building and Planning at The University of Melbourne.

The incumbent leads the preparation and delivery of marketing communications strategy in support of initiatives articulated in the Faculty's strategic and operational plans.

The incumbent manages a team of six fixed-term and continuing staff – four direct reports and two indirect reports – the Marketing Services Coordinator, Web Development Officer, Multimedia Officer, Content Specialists and Communications and Media Officer.

The incumbent reports to the Manager, Engagement and Marketing and regularly collaborates with the Manager, Events and Exhibitions; Manager, International Partnerships; and the Engagement Coordinator.

The incumbent will provide a strategic focus for the marketing communications team in their delivery of campaigns and advertising, supporting the Faculty to meet its student load targets; promotion of Faculty research via the University news platform Pursuit and media strategies; the Faculty expression of the University master brand; and production of Faculty marketing collateral.

The position will collaborate with the Faculty's Academic Support Office (especially the Recruitment and Selection team) and Research teams, and work closely with University Services in relation to External Relations functions and business development, and Advancement, to ensure that the Faculty's strategic goals are met and aligned with policy and practice of the Faculty and broader University.

The incumbent will be a strong team leader and is expected to possess excellent digital marketing skills; business acumen; organisational skills; campaign design, execution and evaluation; attention to detail; with the ability to achieve outcomes under uncertainty and complexity.

1. Key Responsibilities

- ▶ Develop and implement a vibrant, engaging and accurate marketing communications service that is customer-focused. The service integrates online and physical promotional materials, public relations and media materials, multimedia, and events and exhibitions activities, to enhance reputation and profile for the Faculty and the Melbourne School of Design.
- ▶ Lead the design, implementation and evaluation of digital and content marketing strategies for undergraduate and graduate programs associated with the Faculty of Architecture, Building and Planning.
- ▶ Lead the development and execution of a media strategy to support the Faculty's academic, engagement, marketing, international and advancement agendas.
- ▶ Develop and sustain positive and strong relationships with the design media, and work collaboratively with the University Services media team to maximise the Faculty's profile and enhance its reputation.
- ▶ Lead the development and execution of an effective social media strategy to enhance engagement and build reputation.

- ▶ Lead the design of key Faculty public relations communications, including publications such as Atrium, and develop speech notes and other specialist communications to support media, marketing and public relations activities.
- ▶ Lead the development of quality assurance processes and evaluation of marketing communications performance for the web, social media, and niche and general media functions.
- ▶ Work as part of the broader team of the Unit by providing support during times of peak activity and assisting with large events such as Open Day, public lectures, and other public relations activities.

1.1 LEADERSHIP

- ▶ Lead and develop the marketing communications team in the Faculty of Architecture, Building and Planning. Effectively motivate, coach and manage staff to achieve strong team performance, and staff and team goals, to ensure that poor performance is addressed and high performance nurtured and rewarded.
- ▶ Collaborate with the Manager, Engagement and Marketing and the Faculty professional staff Leadership Circle to deliver cross-portfolio initiatives as articulated in the Faculty Strategic Plan, Business Plan and Engagement Plan, providing strategic advice for marketing communications.

2. Selection Criteria

2.1 ESSENTIAL

- ▶ A postgraduate degree in Marketing and/or Communications with subsequent relevant professional experience in a similar role; or an equivalent combination of relevant experience and/or education/training.
- ▶ Experience developing integrated, multi-channel marketing communications strategy.
- ▶ Demonstrated design and delivery of successful content marketing strategies for digital channels.
- ▶ Proven experience in the development of campaigns in support of sales (student recruitment).
- ▶ Demonstrated experience in writing and editing for different audiences and channels.
- ▶ Experience developing, executing and evaluating media / PR strategy, raising awareness and building engagement with organisation brand profile.
- ▶ Stewardship of brand identity, implementing brand guidelines across owned and partner collateral and channels.
- ▶ Leadership of high performing teams, coaching and mentoring for excellent performance.
- ▶ Development and management of budgets for marketing communications.

2.2 DESIRABLE

- ▶ Experience creating and implementing strategy for the promotion of research to identified key audiences.
- ▶ Experience designing, executing and evaluating PR strategy for events and exhibitions.

3. Job Complexity, Skills, Knowledge

-- PROFESSIONAL STAFF ONLY --

3.1 LEVEL OF SUPERVISION / INDEPENDENCE

Under broad direction of the Manager, Engagement and Marketing, the Manager, Marketing Communications and Media is responsible for the design and delivery of an integrated communications service for the Faculty of Architecture, Building and Planning. This will include the supervision of a team of communications professionals.

3.2 PROBLEM SOLVING AND JUDGEMENT

The Manager, Marketing Communications and Media will be expected to exercise judgement and initiative in the planning, coordination and management of the marketing communications portfolio. The position is expected to have a proven ability to work within complex frameworks in the management of staff, resources, and activity and have strong problem-solving skills to enable its delivery. An aptitude to convert ideas and objectives into actions for implementation by others is essential. An ability to appropriately prioritise tasks and projects in order to adhere to strict deadlines is mandatory. A strong capacity to gather and analyse the information, identify symptoms and causes, as well as identify the right people to involve to reach better conclusions, is a necessity.

The Manager, Marketing Communications and Media is expected to review existing strategies and procedures to identify and develop solutions appropriate to the organisation's current needs and goals. They are also expected to regularly assess the success of campaigns and content marketing strategies and to modify and/or advise on them as appropriate.

The incumbent will be required to exercise a degree of independence in the management of workload and the prioritisation of tasks.

3.3 PROFESSIONAL AND ORGANISATIONAL KNOWLEDGE

The Manager, Marketing Communications and Media will have a highly developed knowledge of content marketing, campaigns management, branding, digital marketing, administrative practices and business development. The position also requires knowledge of the University, its structure, business and the relationships that exist between the Faculty and the broader University.

3.4 RESOURCE MANAGEMENT

The Manager, Marketing Communications and Media contributes to the compliance obligations of the Faculty within the marketing communications portfolio. The incumbent is also responsible for contributing to the management of the portfolio budget through the creation and tight management of an effective budget.

3.5 BREADTH OF THE POSITION

This position involves working in collaboration with the Engagement and Marketing team and also staff from University Services.

The success of marketing communications initiatives and effective engagement with the University community will have an impact on the operations of the Faculty as a whole.

The role requires communication with a broad range of stakeholders including academic and professional staff, students, alumni and external clients and providers.

4. Equal Opportunity, Diversity and Inclusion

The University is an equal opportunity employer and is committed to providing a workplace free from all forms of unlawful discrimination, harassment, bullying, vilification and victimisation. The University makes decisions on employment, promotion and reward on the basis of merit.

The University is committed to all aspects of equal opportunity, diversity and inclusion in the workplace and to providing all staff, students, contractors, honorary appointees, volunteers and visitors with a safe, respectful and rewarding environment free from all forms of unlawful discrimination, harassment, vilification and victimisation. This commitment is set out in the University's People Strategy 2015-2020 and policies that address diversity and inclusion, equal employment opportunity, discrimination, sexual harassment, bullying and appropriate workplace behaviour. All staff are required to comply with all University policies.

The University values diversity because we recognise that the differences in our people's age, race, ethnicity, culture, gender, nationality, sexual orientation, physical ability and background bring richness to our work environment. Consequently, the People Strategy sets out the strategic aim to drive diversity and inclusion across the University to create an environment where the compounding benefits of a diverse workforce are recognised as vital in our continuous desire to strive for excellence and reach the targets of Growing Esteem.

5. Occupational Health and Safety (OHS)

All staff are required to take reasonable care for their own health and safety and that of other personnel who may be affected by their conduct.

OHS responsibilities applicable to positions are published at:

<http://safety.unimelb.edu.au/people/community/responsibilities-of-personnel>

These include general staff responsibilities and those additional responsibilities that apply for Managers and Supervisors and other Personnel.

6. Other Information

6.1 ORGANISATION UNIT

Insert link to Department or School homepage - if applicable

Insert information about Department or School

6.2 BUDGET DIVISION

Insert link to Faculty/Division homepage - if applicable

Insert information about Faculty/Division

6.3 THE UNIVERSITY OF MELBOURNE

Established in 1853, the University of Melbourne is a leading international university with a tradition of excellence in teaching and research. The main campus in Parkville is recognised as the hub of Australia's premier knowledge precinct comprising eight hospitals, many leading research institutes and a wide-range of knowledge-based industries. With outstanding performance in international rankings, the University is at the forefront of higher education in the Asia-Pacific region and the world.

The University employs people of outstanding calibre and offers a unique environment where staff are valued and rewarded.

Further information about working at The University of Melbourne is available at <http://about.unimelb.edu.au/careers>.

6.4 GROWING ESTEEM, THE MELBOURNE CURRICULUM AND RESEARCH AT MELBOURNE: ENSURING EXCELLENCE AND IMPACT TO 2025

Growing Esteem describes Melbourne's strategy to achieve its aspiration to be a public-spirited and internationally-engaged institution, highly regarded for making distinctive contributions to society in research and research training, learning and teaching, and engagement. <http://about.unimelb.edu.au/strategy-and-leadership>

The University is at the forefront of Australia's changing higher education system and offers a distinctive model of education known collectively as the Melbourne Curriculum. The new educational model, designed for an outstanding experience for all students, is based on six broad undergraduate programs followed by a graduate professional degree, research higher degree or entry directly into employment. The emphasis on academic breadth as well as disciplinary depth in the new degrees ensures that graduates will have the capacity to succeed in a world where knowledge boundaries are shifting and reforming to create new frontiers and challenges. In moving to the new model, the University is also aligning itself with the best of emerging European and Asian practice and well-established North American traditions.

The University's global aspirations seek to make significant contributions to major social, economic and environmental challenges. Accordingly, the University's research strategy *Research at Melbourne: Ensuring Excellence and Impact to 2025* aspires to a significant advancement in the excellence and impact of its research outputs. <http://research.unimelb.edu.au/our-research/research-at-melbourne>

The strategy recognises that as a public-spirited, research-intensive institution of the future, the University must strive to make a tangible impact in Australia and the world, working across disciplinary and sectoral boundaries and building deeper and more substantive engagement with industry, collaborators and partners. While cultivating the fundamental enabling disciplines through investigator-driven research, the University has adopted three grand challenges aspiring to solve some of the most difficult problems facing our world in the next century. These Grand Challenges include:

- Understanding our place and purpose – The place and purpose grand challenge centres on understanding all aspects of our national identity, with a focus on Australia's 'place' in the Asia-Pacific region and the world, and on our 'purpose' or mission to improve all dimensions of the human condition through our research.

- ▶ Fostering health and wellbeing – The health and wellbeing grand challenge focuses on building the scale and breadth of our capabilities in population and global health; on harnessing our contribution to the ‘convergence revolution’ of biomedical and health research, bringing together the life sciences, engineering and the physical sciences; and on addressing the physical, mental and social aspects of wellbeing by looking beyond the traditional boundaries of biomedicine.
- ▶ Supporting sustainability and resilience – The sustainability and resilience grand challenge addresses the critical issues of climate change, water and food security, sustainable energy and designing resilient cities and regions. In addition to the technical aspects, this grand challenge considers the physical and social functioning of cities, connecting physical phenomena with lessons from our past, and the implications of the technical solutions for economies, living patterns and behaviours.

Essential to tackling these challenges, an outstanding faculty, high performing students, wide collaboration including internationally and deep partnerships with external parties form central components of Research at Melbourne: Ensuring Excellence and Impact to 2025.

6.5 GOVERNANCE

The Vice Chancellor is the Chief Executive Officer of the University and responsible to Council for the good management of the University.

Comprehensive information about the University of Melbourne and its governance structure is available at <http://www.unimelb.edu.au/governance>