



**Australian
National
University**

Position Description

College/Division:	College of Business and Economics
Faculty/School/Centre:	
Department/Unit:	College Administration
Position Title:	Strategic Marketing and Communication Senior Manager
Classification:	Senior Manager 2
Position No:	TBA
Responsible to:	General Manager
Number of positions that report to this role:	11
Delegation(s) Assigned:	

PURPOSE STATEMENT:

The College of Business and Economics (CBE) educates the next generation of business leaders, professional economists and academics. Our graduates have the knowledge and skill to lead organisations, design public policy and research the big issues in business and the economy. CBE engages deeply with business and policy communities. Our academics lead public debate on the critical issues of our time through research, which is both long term and strategic in focus.

Under the broad direction of the College Dean and General Manager, the Senior Manager is responsible for the development and implementation of a CBE marketing (including student recruitment) and communication strategy which will support the college diversify its student base and in turn support an outstanding student experience.

The Senior Manager will take a lead role in the College mandate to deliver on the objectives of ANU Strategic Plan 2019-2022 in recruiting national and international students of outstanding potential. The Senior Manager will develop strong working relationships with the Dean and Directors of the Research Schools (RSA, RSE, RSFAS and RSM). The role will build and maintain relationships with the Marketing Division, Strategic Communication and Corporate Affairs, International Strategy and Partnerships, Student Admissions, Student Administration, Advancement, Dean Higher Degree Research, and other related areas and work collaboratively to ensure coordinated delivery of plans.

KEY ACCOUNTABILITY AREAS:

Position Dimension & Relationships:

The Senior Manager will report to the College General Manager and work closely with the Dean and College Executive to develop and implement communications and marketing strategies using various channels and innovative approaches. The Senior Manager will provide high level advice to the College Executive and key stakeholders on topics related to all aspects of the College's marketing, recruitment and communications strategies.

The Senior manager will have full leadership and management responsibilities for Student Recruitment and Partnership and Marketing and Outreach teams, providing guidance and leadership through this period of change. The role will also work with CBE scholarships, employability and Alumni relations to ensure all college level offerings are considered within the strategy.

The position is responsible for meeting domestic and international recruitment targets with a particular emphasis on diversification and Postgraduate domestic growth. The Senior Manager will provide high level strategic advice to the Dean, School Directors, General Manager and other members of the College Executive and related staff, on the current status and emerging market opportunities for student recruitment and tactical responses within communications and marketing to changes in market.

Role Statement:

The Senior Manager is responsible for:

1. Function as a key strategic advisory role to the College Executive and Senior University Stakeholders on all matters relating to student recruitment, partnerships, outreach, marketing, scholarships and communications.
2. Work with key central and college areas to develop, promote, implement and manage:
 - National and international student recruitment activities and strategies at both undergraduate and post graduate level to meet agreed targets, including diversity targets and domestic postgraduate growth targets
 - Work with Research School Directors to develop and manage strategic university partnerships
 - Key strategic link with Central marketing and recruitment division, IS&P and SCAPA
 - Guidance on policies and procedures for the University's student recruitment processes.
 - Strategic internal relationships with stakeholders and peers in College Executive, Senior Management, and external relationships with relevant partners such as schools and other tertiary institutions
3. Overall responsibility for Executive speechwriting and events.
4. The provision of timely, considered advice on new opportunities for student recruitment, and tactical responses to changes in market.
5. The effective budgetary and human resource management of Student Recruitment, Partnerships, Marketing and communications and outreach.
6. The effective management and oversight of key relationships and contracts, including with agents, partnerships and affiliations.
7. Ensuring that a close and effective working relationship is maintained with all related student central services, including admissions, student life, marketing and SCAPA.
8. Maintaining the integrity of procedures and data to ensure compliance with University Rules, Statutes and Orders and government legislation. Identify and manage risks to prevent misuse of information, fraud, and improper conduct.

SELECTION CRITERIA:

1. Postgraduate qualification and experience in the areas of marketing, communications or a related area
2. Demonstrated successful track record in leadership of marketing or strategic communications
3. Demonstrated experience managing teams through periods of change, including sound human resources and financial management
4. Proven experience in setting and achieving goals and targets, and demonstrated ability to motivate others to achieve those goals and targets
5. Successful track record in working collaboratively with multiple areas of an organisation to achieve their and your team's goals and targets
6. Ability to build and sustain relationships with key stakeholders outside of an organisation, with experience in successfully connecting with young people and international partners and clients particularly welcome
7. Effective communication and listening skills, and prioritisation of the creation of a values-based, collaborative and collegial working environment
8. Commitment to personal learning and professional development within the university context, or ability to develop contextual information.
9. A demonstrated high level of achievement in relation to incorporation of EO principles into strategic planning and the capacity to accept devolved responsibility for achievement of equity and diversity strategies.

Supervisor/Delegate Signature:	General Manager, CBE	Date:	SMRC Approved – July 2019
Printed Name:		Uni ID:	

References:

[General Staff Classification Descriptors](#)

[Academic Minimum Standards](#)