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| ANU_LOGO_mono black_FA.jpg | Position Description |

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| **College/Division:** | Global Engagement Portfolio |
| **Faculty/School/Centre:** | Marketing & Student Recruitment Division |
| **Department/Unit:** | Strategic Marketing & Advertising |
| **Position Title:** | Strategic Marketing Engagement Specialist |
| **Classification:** | ANU Officer Grade 8 (Administration) |
| **Position No:** |  |
| **Responsible to:** | Associate Director, Strategic Marketing & Advertising |
| **Number of positions that report to this role:** |  |
| **Delegation(s) Assigned:** |  |

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| **PURPOSE STATEMENT:**  The Marketing and Student Recruitment Division (MSRD) brings together international and domestic recruitment, strategy, market research, marketing, advertising, digital, social media engagement and creative design at ANU. The Division is responsible for delivering high quality communications and experiences for future students in accordance with the University’s strategic objectives. The ANU Marketing Office is responsible for strategic brand, marketing, advertising, insights, web and creative design at ANU. It defines the brand and marketing framework for ANU activity and provides guidance to ANU Colleges and administration divisions.  **KEY ACCOUNTABILITY AREAS:**  **Position Dimension & Relationships:**  The Strategic Marketing Engagement Specialist reports to the Associate Director, Strategic Marketing and Advertising. As part of a small team, the Strategic Marketing Engagement Specialist implements strategic initiatives consistent with the marketing plan, through management and delivery a variety of marketing projects for the University. As a senior member of the Marketing and Student Recruitment Division, the Strategic Marketing Engagement Specialist will work closely with the Associate Director, Strategic Marketing and Advertising and the Digital Marketing, Insights & Intelligence and Studio teams to recommend and implement innovative strategic marketing initiatives and projects.  **Role Statement:**  Under the broad direction of the Associate Director, Strategic Marketing and Advertising:   1. Lead the development and implementation of ANU strategic marketing initiatives. 2. Lead project management, co-ordination and measurement of a variety of projects, including co-ordination of input from other areas within the Marketing Office and across the University. 3. Influence a university wide network of marketing and communication professionals to achieve creative marketing solutions in line with the ANU strategic marketing plan. 4. Plan and prepare qualitative and quantitative market research and provide feedback and evaluation to areas. 5. Develop and implement new activities to enhance the University’s profile in the broad community. 6. Develop and maintain effective relationships between Marketing Office and the wider University community, particularly with the marketing staff of ANU Colleges and service divisions. 7. Contribute expertise and actively participate in the development of the ANU Marketing and Communication strategy. 8. Comply with all ANU policies and procedure, in particular those relating to work health and safety and equal opportunities. 9. Perform other duties as requested, consistent with the classification level of the position and in line with the principle of multi-skilling. |

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| **SELECTION CRITERIA:**   1. Progress towards relevant postgraduate qualifications and demonstrated extensive marketing experience, or an equivalent combination of relevant experience and qualifications/ training. 2. Proven client service experience with demonstrated experience developing creative marketing strategies with a broad range of stakeholder groups. 3. Extensive project management experience with proven ability to achieve goals within budget, deliver measurable outcomes and manage stakeholder expectations. 4. Demonstrated high-level analytical, problem-solving and decision-making skills and experience analysing data from multiple sources and making recommendations to inform strategic marketing plans. 5. High level of interpersonal and consultation skills with an ability to effectively influence, encourage and communicate with peers, senior management, and varied audiences outside the workgroup. 6. Demonstrated high-level computer skills and proficiency in contemporary marketing and communications tools. 7. A demonstrated high level of understanding of equal opportunity principles and occupational health and safety and a commitment to their application in a university context. | | | |
| **Supervisor/Delegate Signature:** |  | **Date:** |  |
| Printed Name: |  | **Uni ID:** |  |

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| **References:** |
| [General Staff Classification Descriptors](http://info.anu.edu.au/hr/Salaries_and_Conditions/Enterprise_Agreement/2010-2012/Schedule_5) |
| [Academic Minimum Standards](http://info.anu.edu.au/hr/Salaries_and_Conditions/Enterprise_Agreement/2010-2012/Schedule_4) |

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|  | Pre-Employment Work Environment Report |

# Position Details

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| **College/Div/Centre** | Marketing & Student Recruitment Division | **Dept/School/Section** |  |
| **Position Title** | Strategic Marketing Engagement Specialist | **Classification** | ANUO8 |
| **Position No.** |  | **Reference No.** |  |

In accordance with the Occupational Health and Safety Act 1991 the University has a duty of care to provide a safe workplace for all staff.

1. This form must be completed by the supervisor of the advertised position and forwarded with the job requisition to Appointments and Promotions Branch, Human Resources Division. Without this form jobs cannot be advertised.
2. This form is used to advise potential applicants of work environment issues prior to application.
3. Once an applicant has been selected for the position consideration should be given to their inclusion on the University’s Health Surveillance Program where appropriate – see . http://info.anu.edu.au/hr/OHS/\_\_Health\_Surveillance\_Program/index.asp Enrolment on relevant OHS training courses should also be arranged – see http://info.anu.edu.au/hr/Training\_and\_Development/OHS\_Training/index.asp
4. ‘Regular’ hazards identified below must be listed as ‘Essential’ in the Selection Criteria - see ‘ Employment Medical Procedures’ at http://info.anu.edu.au/Policies/\_DHR/Procedures/Employment\_Medical\_Procedures.asp

# Potential Hazards

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| 1. Please indicate whether the duties associated with appointment will result in exposure to any of the following potential hazards, either as a **regular** or **occasional** part of the duties. | | | | | | | | |
| **TASK** | **regular** |  | **occasional** |  | **TASK** | **regular** |  | **occasional** |
| key boarding |  |  |  |  | laboratory work |  |  |  |
| lifting, manual handling |  |  |  |  | work at heights |  |  |  |
| repetitive manual tasks |  |  |  |  | work in confined spaces |  |  |  |
| catering / food preparation |  |  |  |  | noise / vibration |  |  |  |
| fieldwork & travel |  |  |  |  | electricity |  |  |  |
| driving a vehicle |  |  |  |  |  |  |  |  |
| **NON-IONIZING RADIATION** |  |  |  |  | **IONIZING RADIATION** |  |  |  |
| solar |  |  |  |  | gamma, x-rays |  |  |  |
| ultraviolet |  |  |  |  | beta particles |  |  |  |
| infra red |  |  |  |  | nuclear particles |  |  |  |
| laser |  |  |  |  |  |  |  |  |
| radio frequency |  |  |  |  |  |  |  |  |
| **CHEMICALS** |  |  |  |  | **BIOLOGICAL MATERIALS** |  |  |  |
| hazardous substances |  |  |  |  | microbiological materials |  |  |  |
| allergens |  |  |  |  | potential biological allergens |  |  |  |
| cytotoxics |  |  |  |  | laboratory animals or insects |  |  |  |
| mutagens/teratogens/  carcinogens |  |  |  |  | clinical specimens, including blood |  |  |  |
| pesticides / herbicides |  |  |  |  | genetically-manipulated specimens |  |  |  |
|  |  |  |  |  | immunisations |  |  |  |
| **OTHER POTENTIAL HAZARDS (please specify):** | | | | | | | | |

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| **Supervisor’s Signature:** |  | **Print Name:** |  | **Date:** |  |