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| **College/Division:** | College of Business and Economics |
| **Faculty/School/Centre:** | Research School of Management |
| **Position Title:** | MBA Marketing and Industry Engagement Coordinator |
| **Classification:** | ANU Officer Grade 6/7 (Administration) |
| **Responsible to:** | School Manager |
| **Number of positions that report to this role:** | Nil |

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| **PURPOSE STATEMENT**  The MBA Marketing and Industry Engagement Coordinator provides the Research School of Management (RSM) with high level, comprehensive support on a diverse range of marketing (MBA), outreach and engagement, and communications activities, including the development and delivery of web-related projects, ensuring the effective and efficient delivery of activities. The MBA Marketing and Industry Engagement Coordinator liaises with senior management and provides robust assistance and advice on policies, procedures and guidelines, and coordinates initiatives to support the achievement of RSM’s and the University’s strategic goals.  **KEY ACCOUNTABILITY AREAS**  **Position Dimension & Relationships:**  The MBA Marketing and Industry Engagement Coordinator works closely with RSM staff, members of the CBE Marketing and Communications teams and with relevant Central Divisions and Colleges, liaising with and providing high level, comprehensive marketing, outreach and engagement service and advice to a wide variety of stakeholders. The MBA Marketing and Industry Engagement Coordinator is responsible for the planning, coordination and execution of both MBA marketing and industry engagement projects, and supports the implementation of School and College initiatives.  **Role Statement:**  Under broad direction, the MBA Marketing and Industry Engagement Coordinator will:   1. Coordinate operational aspects and provide high level advice and services on a wide range of sometimes complex marketing (MBA), outreach and industry engagement matters, ensuring compliance with the University's branding, advertising and publishing requirements and associated policies, procedures, guidelines and legal requirements. 2. Coordinate the implementation of marketing and media strategies including advertising, digital and other publications, event and social media management, outreach initiatives and website content development. As required also oversee the activities of student ambassadors and contractors. This may occasionally require work outside of the ordinary span of hours and/or on weekends, and may involve domestic/international travel. 3. Investigate, research and prepare reports on key marketing issues and undertake market research, competitor analysis, statistical and trend analyses using branding, advertising and publishing principles and tools to identify and utilise promotional opportunities. 4. Coordinate the timely preparation and distribution of periodic and ad hoc reports, performing web content quality assurance and traffic analysis, ensuring that the information produced is accurate, presenting data with insightful recommendations and/or solutions when needed, to inform strategic decisions. 5. Contribute to new marketing initiatives and provide input to develop and improve the School’s marketing and engagement practices and processes, with a commitment to continuous improvement and best practice in stakeholder engagement and web-based experience. 6. Proactively liaise with marketing and communications staff across the University, exchange ideas and information, fostering collaboration particularly with the College’s Student Recruitment, Student Engagement and Marketing and Communications teams, to maximise the effectiveness of the engagement, marketing and promotional activity undertaken. 7. Comply with all ANU policies and procedures, in particular those relating to work health and safety and equal opportunity. 8. 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. Degree in a relevant field with demonstrated experience in marketing, industry engagement and communications in a complex organisation or an equivalent combination of relevant experience and qualifications/ training. Experience in the higher education sector will be highly regarded. 2. Sound knowledge of and demonstrated experience with event and social media management and the ability to interpret and apply guidelines, policies, procedures and legislative requirements. 3. Demonstrated high level customer service and communication skills, with experience producing publications, giving public presentations and an ability to liaise effectively with stakeholders in a culturally diverse environment. 4. Demonstrated analytical and problem-solving skills, with a proven ability to use initiative, investigate issues, collect and analyse data and to make recommendations on solutions. 5. Proven organisational skills and ability to prioritise own workload and to work effectively both independently and as part of a team, meeting demanding deadlines and delivering high quality outcomes. 6. Highly developed computer skills, including using contemporary relevant office and marketing and communications tools. 7. A demonstrated understanding of equal opportunity principles and policies and a commitment to their application in a University context.   *ANU Officer Levels 6 and 7 are broad-banded in this stream. It is expected that at the higher levels within the broadband occupants, through experience, will have developed skills and expertise enabling them to more independently perform the full range of duties at a higher level, and that more time will be spent on the more complex functions of the position.* |
| **References:** [Professional Staff Classification Descriptors](http://hr.anu.edu.au/employment-at-anu/enterprise-agreement/2013-2016/schedule-5-professional-staff-classification-descriptiors) | |