



POSITION DESCRIPTION

International House

Marketing and Recruitment Officer

POSITION NO	0044058
CLASSIFICATION	PSC 6
SALARY	\$79,910 - \$86,499
SUPERANNUATION	Employer contribution of 17%
WORKING HOURS	Full-time
BASIS OF EMPLOYMENT	Continuing
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 Staff' or 'Prospective Staff'), then find the position by title or number.
CONTACT FOR ENQUIRIES ONLY	Ms Tamra Keating Email tkeating@unimelb.edu.au

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

Position Summary

The Marketing & Recruitment Officer will support the marketing, communication and alumni functions of International House.

The key responsibilities of the role will be to coordinate and implement a range of programs and strategies for marketing including visiting secondary colleges, college tours, communication plans, fundraising appeals, alumni relations and functions.

The Marketing & Recruitment Officer will report to the Director of Marketing and Advancement at International House.

1. Key Responsibilities

- ▶ Work with the marketing team to develop promotional materials and collateral as required including drafting the graphic design brief and copy, and coordinating the print/design process
- ▶ Assist in the development and implementation of communication strategies including the International House website, social media, prospectus, newsletters, internal and external communication
- ▶ Coordinate the implementation of the college's alumni relations strategy and alumni functions, including the organisation of events with a focus on alumni engagement, the integration of Advance (the University's alumni and stakeholder management software) into these activities, and assisting with alumni related communications
- ▶ Implement a diverse marketing program including visiting secondary colleges within Australia, Open Day, and ongoing college tours
- ▶ Provide administrative support as required for the Director of Advancement and Marketing
- ▶ Occupational Health and Safety (OH&S) and Environmental Health and Safety (EH&S) responsibilities as outlined in section 6.

2. Selection Criteria

2.1 ESSENTIAL

- ▶ A tertiary qualification in Marketing, Public Relations, Fundraising or related field with subsequent relevant experience in marketing, communications, public relations or fundraising coordination or an equivalent combination of relevant experience and/or education and training
- ▶ High level attention to detail with demonstrated organisational skills including planning and prioritising work, scheduling, and time management
- ▶ Advanced level word processing and computing skills in order to generate electronic newsletters, update websites, manage social media and produce high quality publications
- ▶ Ability to learn new IT skills for required platforms including the International House website and e-newsletters
- ▶ Effective written and oral communication skills and strong interpersonal skills, including the ability to engage appropriately and effectively with a wide range of stakeholders

- ▶ Demonstration of effectively contributing to a team through applying flexibility, initiative and self-motivation, as well as sound problem solving skills applied under pressure.

2.2 DESIRABLE

- ▶ Experience managing web content
- ▶ Experience with EDM/e-newsletters
- ▶ Experience in coordinating events for up to 250 participants
- ▶ Experience in project/campaign management in a marketing/communications context
- ▶ Experience working with young adults within a tertiary setting.

3. *Special Requirements*

- ▶ Ability to be flexible with working hours to accommodate weekend and evening events (approximately eight events per year)

4. *Job Complexity, Skills, Knowledge*

4.1 LEVEL OF SUPERVISION / INDEPENDENCE

The Marketing & Recruitment Officer will work under the general direction of the Director of Marketing and Advancement. The incumbent is independently responsible for ensuring that communication with key entities and stakeholders is appropriate and timely. The role may be required to deal with personal information and will be expected to be able to handle this information appropriately.

The Marketing & Recruitment Officer will work autonomously for day to day tasks and apply initiative to set and review work priorities in line with deadlines. The incumbent will be expected to be able to propose new and effective ways of addressing work plans in a changing environment.

4.2 PROBLEM SOLVING AND JUDGEMENT

The incumbent is required to perform a range of tasks varying in complexity and is involved in problem solving and decision making of both medium and longer term significance. The incumbent is expected to solve problems using sound judgement, recognising the priorities and needs in the range of relevant aspects of the role.

4.3 PROFESSIONAL AND ORGANISATIONAL KNOWLEDGE

Broad knowledge of the administrative, academic and pastoral functions of the college is required, as well as full understanding of the annual Marketing and Advancement plans of the college.

The Marketing & Recruitment Officer will be an active contributor to the development of forward plans on a strategic as well as an annual operational basis. The incumbent is required to fully understand the requirements of the University's Advancement programs and protocols (specialised training in this area will be provided if required).

4.4 RESOURCE MANAGEMENT

The incumbent will work within the resources provided under the leadership of the Director of Marketing and Advancement, as agreed under the college's annual plans.

4.5 BREADTH OF THE POSITION

The incumbent is required to liaise with the alumni and stakeholders of International House and be able to make excellent use of social media including the college's website for communication purposes.

5. *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.

6. *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.

7. Other Information

7.1 ORGANISATION UNIT

International House is a residential college of the University of Melbourne located at 241 Royal Parade, Parkville. It is a semi-autonomous unit of the University directed by the Council of International House with management responsibility given to the Head of College.

Founded in 1957 to provide a safe and secure place of residence where Australian and international male students could live and learn together, International House has expanded to 292 undergraduate and 56 graduate students, roughly half male and half female, with approximately half being Australians and half from about 40 other countries. The students are predominantly attending the University of Melbourne, but some are at RMIT, the Monash Pharmacy College or from other Universities.

There are 10 full time staff and 16 part time staff employed at International House that assist the University of Melbourne, with additional catering and cleaning staff employed by contractors.

For further information see <http://www.ihouse.unimelb.edu.au/>

7.2 BUDGET DIVISION

Melbourne Student and Learning is responsible for the overall management of the University's learning and teaching programs, student services, and academic administration. The Provost is the head of the Division and is the senior academic officer of the University, working closely with the Officers of the Academic Board. Melbourne Student and Learning provides academic leadership, working in close collaboration with deans, academic units and professional staff to ensure the alignment of accountability, budgets and initiatives in the delivery of academic programs and student support.

Melbourne Student and Learning fosters collaboration across the University, managing changes in the policies and practices that affect the academic life of the University as a whole, with a view to the delivery of curricula and a Melbourne Experience based on the provision of high quality, consistent student support services. Senior professional staff not located within faculties report to the Provost on the delivery of centrally provided services, coordination of student centres, learning and library services, and the establishment and monitoring of performance measures to assess student outcomes from these services.

The Melbourne Student and Learning contains seven key administrative and support areas:

- ▶ Provost Office
- ▶ Student Services
- ▶ Student Management Services
- ▶ Wellbeing Services
- ▶ Academic Enrichment Services

- ▶ University Library
- ▶ Melbourne University Sport

For further information see <http://www.msl.unimelb.edu.au/home>

7.3 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>.

7.4 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.

7.5 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>