

# Position description

<b>Position title:</b>	<b>Marketing Officer</b>
<b>School/Directorate/VCO:</b>	<b>Marketing, Chief Operating Office</b>
<b>Campus:</b>	<b>Gippsland Campus. Travel between campuses may be required.</b>
<b>Classification:</b>	<b>Within the HEW Level 5 range</b>
<b>Employment mode:</b>	<b>Full-time continuing appointment</b>
<b>Probationary period:</b>	<b>This appointment is offered subject to the successful completion of a probationary period.</b>
<b>Time fraction:</b>	<b>Full-time</b>
<b>Recruitment number:</b>	<b>849156</b>
<b>Further information from:</b>	<b>Mr Giuseppe Marino (Acting) Manager, Marketing - East Telephone: (03) 5122 6987 E-mail: giuseppe.marino@federation.edu.au</b>
<b>Position description approved by:</b>	<b>Mr John Blair, Chief Operating Officer</b>

**This position description is agreed to by:**

\_\_\_\_\_  
Employee name

\_\_\_\_\_  
Signature

\_\_\_\_\_  
Date

**The University reserves the right to invite applications and to make no appointment.**

Warning: uncontrolled when printed.

Authorised by: Director, Human Resources  
Document owner: HR Business Partner

Original Issue: 01/11/2009  
Current Version: 02/02/2018

## Position Summary

The Marketing Officer will be responsible for delivering marketing services to Schools and relevant areas of the University. These services include, but are not limited to preparing promotional material, advertising, providing advice and guidance on branding, analysing data and preparing recommendations.

The Marketing Officer will also contribute to the planning, organisation and delivery of University-wide and specific School marketing events and activities. They will have specific responsibility for the organisation and co-ordination of certain aspects of these events, activities and projects throughout the year.

The Marketing Officer will also be responsible for building relationships and networks with key decision makers within the education environment.

Located at the Gippsland Campus, the position may occasionally be required to work at other campuses and will be required to regularly travel throughout Victoria to attend activities to promote University programs which may involve evening and weekend attendance.

## Key Responsibilities

1. Contribute to the overall planning and organisation of marketing strategies for the University and Schools throughout the year in conjunction with the central Marketing team by conducting analyses of data and statistics, evaluating activities and liaising with Schools to determine marketing needs.
2. Ensure website content and the online Course Finder is accurate by updating in a timely manner with the primary objective of being informative to prospective students.
3. Develop promotional material such as individual course brochures, School publications and advertising copy and information packs for industry, ensuring information is accurate and all branding complies with FedUni brand guidelines. This includes preparing copy, liaising with the Schools/Departments to ensure information is accurate and up-to-date, liaising with external agencies and editing copy to ensure it is ready for printing.
4. Contribute to the planning, organisation, advertising and delivery of activities that promote Schools and University programs such as Campus Tours, Open Day, Information Day, Careers Expos, Information Sessions, presentations and other events such as Careers Advisor Conferences, as well as campaign activities relating to Mid-Year, Direct, Change of Preference and University course offer periods.
5. Plan, coordinate and attend activities that promote the FedUni programs such as Careers Expos, school visits and Tertiary Information Service events.
6. Build and maintain relationships with key external stakeholders such as secondary school Careers Advisors, employers and relevant industry associations, and internally with staff across the Schools.
7. Contribute to the planning and coordinate advertising for FedUni programs, including providing advice on possible copy and advertising schedules, liaising with Schools to ensure copy is accurate and liaising with advertising agencies to design and place advertisements. Contribute appropriate content to FedUni publications and campaigns in conjunction with the Marketing team.
8. Reflect and embed the University's strategic purpose, priorities and goals when exercising the responsibilities of this position. For a more complete understanding and further information please access the Strategic Plan at: <https://federation.edu.au/about-us/our-university/strategic-plan>.

9. Undertake the responsibilities of the position adhering to:

- The Staff and Child Safe Codes of Conduct and Conflict of Interest Policy and Procedure;
- Equal Opportunity and anti-discrimination legislation and requirements;
- the requirements for the inclusion of people with disabilities in work and study;
- Occupational Health and Safety (OH&S) legislation and requirements; and
- Public Records Office of Victoria (PROV) legislation.

## Level of supervision and responsibility

The Marketing Officer requires expertise in marketing, with some experience in project management and relationship building, and the ability to be innovative and creative when developing effective ways to promote University programs. The position requires sound judgement and independence when planning events for prospective students.

The Marketing Officer needs to operate with a broad knowledge of the structure of the University and of the programs offered at both the Vocational Education and Training and Higher Education levels with detailed knowledge developed. Close working relationships are required with staff in the Schools and other departments.

## Training and qualifications

Completion of a degree without subsequent relevant work experience; or completion of an advanced diploma qualification and at least one years' subsequent relevant work experience; or completion of a diploma qualification and at least two years' subsequent relevant work experience; or an equivalent combination of relevant experience and/or education/training. Relevant experience in a marketing/communications/project management environment would be highly regarded.

A current Victorian driver's licence will be required.

All University positions delivering education and/or services to children (a child for this purpose is considered to be someone below the age of 18 years) must hold a valid Working with Children Check (WWCC) or hold a current registration with the Victorian Institute of Teaching (VIT)

## Position / Organisational relationships

The Marketing Officer reports directly to the Team Leader, Marketing, Gippsland and liaises extensively with Marketing staff across all campuses, Program Coordinators, academic staff and general staff when organising events such as Open Day, program advertising, publication updates and campus tours. Liaison with student administration staff is required to maintain an up-to-date knowledge of admission policies for prospective students.

External relationships involve providing advice to prospective students and their parents/guardians, careers teachers, secondary school staff and staff from other educational institutions with the aim of promoting Federation University's programs and activities.

## Key selection criteria

Applicants must demonstrate they are able to undertake the inherent responsibilities of the position as contained in the position description and are able to meet the following Key Selection Criteria:

1. Completion of a degree without subsequent relevant work experience; or completion of an advanced diploma qualification and at least one year of subsequent relevant work experience; or completion of a diploma qualification and at least two years of subsequent relevant work experience; or an equivalent combination of relevant experience and/or education/training.

2. Demonstrated interpersonal and influencing skills, including the ability to form meaningful professional sustainable relationships.
3. Demonstrated communication skills, including experience and confidence in public speaking.
4. Demonstrated ability to co-ordinate, promote and conduct events, including an ability to organise conflicting deadlines and prioritise commitments.
5. Demonstrated computer literacy abilities and experience in the design and layout of promotional material and publications.
6. Demonstrated ability to work accurately and with a high level of attention to detail.
7. Demonstrated ability to work both independently and as part of a team.
8. A current driver's licence will be required to drive University vehicles together with the capacity to meet the regular travel throughout Victoria and some evening and weekend attendance are requirements of the position.
9. Hold, or have the ability to acquire a valid Working with Children Check (WWC) Assessment Notice and/or WWC Card.
10. Demonstrated working knowledge and application of the Child Safety Standards.
11. Demonstrated knowledge and application of appropriate behaviours when engaging with children, including children with a disability and from culturally and/or linguistically diverse backgrounds.