



POSITION DESCRIPTION

Position:	International Marketing and Communications Coordinator
Work Area:	International
Classification:	Level 6
Supervisor:	7016 Manager, International Marketing & Communications

VISION

To become Australia's premier regional university.

MISSION

Enriching our regions, connecting with our communities and creating opportunities for all.

VALUES

At UniSC we will:

- Advocate for equitable access to education and knowledge
- Recognise and embrace diversity and inclusion
- Champion environmental sustainable principles and practices
- Commit to fair and ethical behaviour
- Respect our people, our communities, and their potential
- Be accountable to ourselves and each other
- Strive for excellence and innovation in all that we do

OVERVIEW OF INTERNATIONAL

International is responsible for the development and implementation of the University's strategic priorities to increase the cultural diversity of the student population and the global connectedness of graduates. International promotes UniSC's unique product offerings and student experience, while increasing the University's global presence through its international graduates, transnational education opportunities and learning abroad programs. The Directorate is responsible for a range of functions including international marketing, student recruitment, admissions, compliance, partnerships and learning abroad.

PRIMARY OBJECTIVES OF THE POSITION

1. Creation of high-quality international marketing and communication materials suitable for various markets and audiences, including content development for UniSC's international social media channels.
2. Delivery of targeted international marketing and communication initiatives across multiple channels, aimed at attracting international students and enhancing their conversion rates.
3. Manage communication and enquiry management systems and lead-generating platforms, ensuring optimal use of technologies and maximising their potential.



NATURE AND SCOPE OF POSITION

Under the broad direction of the Manager, International Marketing & Communications, the International Marketing and Communications Coordinator plays a pivotal role in promoting the University to prospective international students and driving their conversion. The position produces high-quality international marketing and communication collateral appropriate for diverse markets and audiences and delivers targeted international marketing and communication activities through a range of channels.

The International Marketing and Communications Coordinator also acts as a subject matter expert regarding communication and enquiry management systems and lead-generating platforms, ensuring technologies are used effectively and capabilities maximised. Additionally, the position manages UniSC's international social media platforms and other digital channels, creating engaging content and ensuring brand consistency.

KEY ACCOUNTABILITIES OF THE POSITION

1. **Develop Marketing Collateral:** Lead the development, production, and delivery of a wide range of marketing and communication materials suitable for a range of markets, audiences, and channels, proactively seeking input from subject matter experts.
2. **Deliver and Refine Campaigns:** Plan, deliver, analyse and optimise targeted international marketing and communication activities through a range of channels.
3. **Manage Digital Channels:** Oversee UniSC's international social media platforms and other digital channels, ensuring engaging content and brand consistency.
4. **Ensure Compliance and Best Practices:** Ensure all marketing and communication activities comply with relevant regulations and best practices, maintaining the University's reputation and integrity.
5. **Collaborate with Stakeholders:** Work closely with key stakeholders, both internal and external, to ensure marketing activities and communications are systematic, integrated, aligned and leveraged.
6. **Maintain Professional Currency:** Keep informed of the latest marketing trends and best practice to refine data-informed marketing and communication strategies and ensure effective use of systems.
7. **Subject Matter Expertise:** Provide expertise on international communication and enquiry management systems and lead-generating and marketing automation platforms, ensuring effective use and maximization of capabilities.
8. Contribute to a positive and safe work environment for you and others, by modelling and promoting conduct that is culturally capable, inclusive, respectful, and ethical.

KNOWLEDGE SKILLS AND EXPERIENCE NECESSARY

Applicants need to demonstrate they meet the following **Selection Criteria:**

1. Completion of a relevant degree with subsequent relevant experience or possession of an equivalent combination of relevant work experience and education/training.
2. Demonstrated ability to lead the creation, production, and distribution of diverse marketing and communication materials for various markets, audiences, and channels, with proactive engagement of subject matter experts.
3. Proven track record in planning, executing, and refining targeted marketing and communication campaigns across multiple channels to achieve strategic objectives.



4. Expertise in managing social media platforms and other digital channels, ensuring the delivery of engaging content and maintaining brand consistency.
5. Excellent interpersonal and communication skills, with experience in working collaboratively with internal and external stakeholders to ensure marketing activities are systematic, integrated, aligned, and leveraged effectively.
6. Proven ability in troubleshooting, cross-team collaboration, lateral thinking, and delivering positive outcomes for all stakeholders.

Desirable

1. Fluency in a language other than English and of significance to the University's recruitment strategy.
2. Experience and expertise in the use of marketing and communication technologies such as customer data and marketing automation platforms, and customer relationship management systems.

Additional Requirements

It is a condition of employment for this position that:

- There may be a requirement to provide periodic evidence of immunisation against communicable diseases.
- There will be a requirement to occasionally work non-standard hours.
- There may be restrictions on recreational leave during peak periods.

Additionally, in accordance with UniSC's Staff Code of Conduct – Governing Policy, all staff are expected to display professional behaviour, communicate respectfully, and perform their duties responsibly.

A position description is not intended to limit the scope of a position but to highlight the key aspects of the position. The requirements of the position may be altered in order to meet the changing operational needs of UniSC.

UniSC is committed to creating a work and study environment that values diversity, facilitates equitable access and full participation.