



**Australian  
National  
University**

## Position Description

<b>College/Division:</b>	ANU College of Health and Medicine (CHM) ANU College of Science (COS)
<b>Faculty/School/Centre:</b>	Joint Colleges Administration, Science; Health and Medicine
<b>Department/Unit:</b>	Marketing and Communications
<b>Position Title:</b>	Deputy Manager, Marketing
<b>Classification:</b>	ANU Officer Grade 8 (Administration)
<b>Position No:</b>	16577
<b>Responsible to:</b>	Manager, Marketing & Communications
<b>Number of positions that report to this role:</b>	2
<b>Delegation(s) Assigned:</b>	D6

### PURPOSE STATEMENT:

The Deputy Manager, Marketing provides proactive, comprehensive support and advice to the Manager, Marketing and Communications on all marketing and student recruitment-related activities, including the development and implementation of strategic plans.

This position is a key part of the Marketing & Communications team, which is responsible for delivering high quality marketing and student recruitment activities on behalf of the ANU College of Science and the ANU College of Health and Medicine. The Deputy Manager, Marketing is responsible for the management of student recruitment activities on-campus, nationally and internationally and will ensure messages are aligned with the Marketing & Communications strategic plan and distributed to prospective students across a broad range of internal and external communication channels.

### KEY ACCOUNTABILITY AREAS:

#### Position Dimension & Relationships:

The Marketing and Communications team within JCS Administration aligns its work with the University's strategic priorities as a national institution committed to excellence in research, education and contribution to public policy development. Working to support the objectives of the Joint Colleges of Science, members of the office integrate values of leadership, collaboration, resilience, approachability, flexibility in problem solving, respect and inclusiveness, adaptability and reliability into their actions and management of their relationships with staff and students within the Colleges, across ANU, and to the community both nationally and internationally.

The Deputy Manager supervises the Marketing and Student Recruitment team, overseeing the day-to-day provision of high-quality, professional support and advice on strategic and operational aspects. This position is also responsible for building professional relationships with internal and external stakeholders, both domestic and international, supporting the achievement of the College and University strategic objectives. The Deputy Manager represents the area in various University-wide initiatives, managing local implementation, where applicable.

### Role Statement:

Under the broad director of the Manager, Marketing and Communications, the Deputy Manager, Marketing will:

1. Provide effective supervision to the Marketing and Student Recruitment team, ensuring that workloads are managed and all objectives and deadlines are met, supporting their career development and knowledge-sharing, and assisting the Manager in building a high performing team.



2. Coordinate the provision of proactive and expert advice to the senior management team and staff on all matters relating to marketing and student recruitment, ensuring compliance with the University's policies, procedures, guidelines and legal requirements.
3. Manage the development and implementation of marketing and student recruitment strategies. Develop strategic plans in advertising and branding using a variety of channels, including social media, search engine marketing, digital publications, and outreach events. This may occasionally require work outside of the ordinary span of hours and/or on weekends, and may involve domestic/international travel.
4. Lead and manage ad-hoc reporting and market research on key marketing issues and undertake competitor analysis, campaign efficiency, statistical and trend analysis. Provide insightful recommendations and ensure uptake and inclusion of the recommendations in strategic planning to support the University's objectives.
5. Provide support in the management of the Marketing and Communications budget, including setting, planning, monitoring and reporting on campaign or project expenditure.
6. Assist the Manager in the promotion of new University-wide initiatives, coordinating the local area roll-out. Collaborate with Central and College Marketing Services, ensuring that the Marketing and Student Recruitment team develop collaborative relationships with staff across the University, sharing best practice and identifying and capitalising on opportunities for shared advertising, events and other marketing activities.
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.

## SELECTION CRITERIA

1. Progress towards postgraduate qualifications and relevant experience or an equivalent combination of experience and education/training. Marketing and student recruitment experience in the higher education sector will be highly regarded.
2. Demonstrated knowledge of contemporary marketing and communications practices, including experience in planning, implementing and measuring the success of marketing activities such as search engine marketing, social media advertising, direct marketing and outreach events.
3. Demonstrated high level analytical, problem-solving and decision-making skills and experience analysing data from multiple sources and making recommendations to inform marketing policies, procedures, guidelines and strategic plans.
4. Proven ability to understand audience segments, identify their needs and develop and optimise audience-centred marketing tactics to effectively engage with them.
5. Demonstrated supervisory experience in a culturally diverse environment, with an ability to coach and mentor staff, to prioritise workloads and to lead the team to deliver on challenging objectives in a timely manner and on budget.
6. High level of interpersonal and consultation skills and ability to effectively liaise with stakeholders from diverse cultural backgrounds.
7. High level communication skills and proven ability to write high quality, targeted material for a range of audiences and channels, including printed publications and digital copy.
8. 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:**

## References:

[Professional Staff Classification Descriptors](#)



 <b>Australian National University</b>	<h1>Pre-Employment Work Environment Report</h1>
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**Position Details**

<b>College/Div/Centre</b>	CHM/COS	<b>Dept/School/Section</b>	ScA – Marketing & Communications
<b>Position Title</b>	Deputy Manager, Marketing	<b>Classification</b>	ANUO8 (Administration)
<b>Position No.</b>		<b>Reference No.</b>	

**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.**

- 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.
- This form is used to advise potential applicants of work environment issues prior to application.
- 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](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](http://info.anu.edu.au/hr/Training_and_Development/OHS_Training/index.asp)
- '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](http://info.anu.edu.au/Policies/_DHR/Procedures/Employment_Medical_Procedures.asp)

**Potential Hazards**

<ul style="list-style-type: none"> <li>• Please indicate whether the duties associated with appointment will result in exposure to any of the following potential hazards, either as a <b>regular</b> or <b>occasional</b> part of the duties.</li> </ul>					
<b>TASK</b>	<b>regular</b>	<b>occasional</b>	<b>TASK</b>	<b>regular</b>	<b>occasional</b>
key boarding	<input checked="" type="checkbox"/>	<input type="checkbox"/>	laboratory work	<input type="checkbox"/>	<input type="checkbox"/>
lifting, manual handling	<input type="checkbox"/>	<input type="checkbox"/>	work at heights	<input type="checkbox"/>	<input type="checkbox"/>
repetitive manual tasks	<input type="checkbox"/>	<input type="checkbox"/>	work in confined spaces	<input type="checkbox"/>	<input type="checkbox"/>
catering / food preparation	<input type="checkbox"/>	<input type="checkbox"/>	noise / vibration	<input type="checkbox"/>	<input type="checkbox"/>
fieldwork & travel	<input type="checkbox"/>	<input checked="" type="checkbox"/>	electricity	<input type="checkbox"/>	<input type="checkbox"/>
driving a vehicle	<input type="checkbox"/>	<input type="checkbox"/>			
<b>NON-IONIZING RADIATION</b>			<b>IONIZING RADIATION</b>		
solar	<input type="checkbox"/>	<input type="checkbox"/>	gamma, x-rays	<input type="checkbox"/>	<input type="checkbox"/>
ultraviolet	<input type="checkbox"/>	<input type="checkbox"/>	beta particles	<input type="checkbox"/>	<input type="checkbox"/>
infra red	<input type="checkbox"/>	<input type="checkbox"/>	nuclear particles	<input type="checkbox"/>	<input type="checkbox"/>
laser	<input type="checkbox"/>	<input type="checkbox"/>			
radio frequency	<input type="checkbox"/>	<input type="checkbox"/>			
<b>CHEMICALS</b>			<b>BIOLOGICAL MATERIALS</b>		
hazardous substances	<input type="checkbox"/>	<input type="checkbox"/>	microbiological materials	<input type="checkbox"/>	<input type="checkbox"/>
allergens	<input type="checkbox"/>	<input type="checkbox"/>	potential biological allergens	<input type="checkbox"/>	<input type="checkbox"/>
cytotoxics	<input type="checkbox"/>	<input type="checkbox"/>	laboratory animals or insects	<input type="checkbox"/>	<input type="checkbox"/>
mutagens/teratogens/ carcinogens	<input type="checkbox"/>	<input type="checkbox"/>	clinical specimens, including blood	<input type="checkbox"/>	<input type="checkbox"/>
pesticides / herbicides	<input type="checkbox"/>	<input type="checkbox"/>	genetically-manipulated specimens	<input type="checkbox"/>	<input type="checkbox"/>
			immunisations	<input type="checkbox"/>	<input type="checkbox"/>
<b>OTHER POTENTIAL HAZARDS (please specify):</b>					

<b>Supervisor's Signature:</b>	<b>Print Name:</b>	<b>Date:</b>
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