



Position Description

College/Division:	ANU College of Asia and the Pacific
Faculty/School/Centre:	College Administration
Department/Unit:	Communications, Engagement and Marketing Team
Position Title:	Deputy Manager – Marketing and Student Recruitment
Classification:	ANU Officer Grade 8 (Administration)
Position No:	TBC
Responsible to:	Manager, Marketing and Communications
Number of positions that report to this role:	3
Delegation(s) Assigned:	D6

PURPOSE STATEMENT:

The ANU College of Asia and the Pacific plays a leading role in intellectual engagement with the Asia-Pacific region through research, teaching and contributions to public debate and seeks to set the international standard for scholarship concerning the region. The ANU Strategic Plan by 2020 reaffirms the College's strategic ambition to excel in research, education and outreach and engage in public debate nationally and internationally.

The Deputy Manager – Marketing and Student Recruitment works within a multidisciplinary team in the College of Asia and the Pacific. The team is responsible for strategic communications, public relations, stakeholder engagement and marketing.

KEY ACCOUNTABILITY AREAS:

Position Dimension & Relationships:

The Deputy Manager – Marketing and Student Recruitment is a senior advisor to the Manager – Communications, Engagement and Marketing, the College executive, and a range staff across the college and on external and internal marketing activities. The Deputy Manager plays a key role in planning and the resolution of complex matters, leading a small team of marketing professionals to deliver high quality and robust activities on behalf of the College to support and promote both the College and University's strategic goals.

Role Statement:

Under direction from the Manager, Marketing and Communications, the Deputy Manager, Marketing and Student Recruitment will:

1. Provide effective leadership, management, supervision and guidance to the College Marketing and Student Recruitment team, ensuring that workloads are managed efficiently and all objectives and deadlines are met.
2. Provide effective guidance and support to the School Marketing and Student Recruitment teams, ensuring that activities undertaken by Schools are delivered effectively and align with strategic objectives of the College and University.
3. Lead a comprehensive program of marketing activity which effectively promotes the College's education offering to external and internal audiences including but not limited to campaign advertising, market research and print and digital media production.
4. Lead a comprehensive program of student recruitment activity in domestic, onshore and international markets including but not limited to exhibitions, seminars, masterclasses and training.
5. Investigate, research and prepare reports on key marketing and student recruitment 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.
6. Contribute to new marketing initiatives and provide input to develop and improve the College's marketing and student recruitment practices and processes, with a commitment to continuous improvement and best practice.
7. Ensure that all operational matters are managed effectively according to agreed objectives and in reference to constraints (including but not limited to budget, policy and timeframes).
8. Establish and maintain effective internal networks especially with ANU Marketing, Student Recruitment, ANU Alumni and Strategic Communications and Public Affairs.
9. Comply with all ANU policies in particular those relating to work health and safety and equal opportunity.
10. Perform other duties as directed consistent with the classification level of the position.

SELECTION CRITERIA

1. Progress towards relevant postgraduate qualifications and demonstrated extensive experience in marketing, or an equivalent combination of relevant experience and qualifications/ training. Marketing and student recruitment experience in the higher education sector will be highly regarded.
2. Demonstrated management experience in the development and implementation of marketing and student recruitment activities such as campaign advertising, event management, market research and stakeholder engagement, and an understanding of their context in a university or similarly complex environment.
3. Demonstrated knowledge of contemporary marketing and communications practices, including web and social media management, and an ability to take innovative approaches with outstanding results.
4. Advanced communication skills with an emphasis on communicating complex concepts clearly and concisely as well as a demonstrated ability to effectively present ideas and materials and disseminate information to a broad range of audiences and stakeholders.
5. High-level interpersonal, consultation and negotiation skills, including the ability to build and maintain effective relationships across all levels of an organisation and to build and maintain strong internal and external stakeholder relationships.
6. 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.
7. 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

References: [Professional Staff Classification Descriptors](#)



Australian
National
University

Pre-Employment Work Environment Report

Position Details

College/Div/Centre	CAP	Dept/School/Section	CAP Admin
Position Title	Deputy Manager – Marketing and Student Recruitment	Classification	ANUO8 (Administration)
Position No.		Reference No.	

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 Enrolment on relevant OHS training courses should also be arranged – see 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

Potential Hazards

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