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| **Position Title** | Marketing Officer |
| **Classification** | Level 6 |
| **School/Division** | Brand, Marketing and Recruitment |
| **Centre/Section** | Brand and Marketing |
| **Supervisor Title**  **Supervisor Position Number**  **Position Number** | Senior Marketing Officer  322476  322610 |

**Your work area**

The Brand, Marketing and Recruitment (BMR) division exists for the purpose of showcasing the best of UWA, ultimately enhancing reputation and driving student recruitment. The division consolidates all marketing, communications and future student related activity into one team, enabling efficiency and effectiveness gains for the University.

Functions delivered by the BMR division include organisational wide brand strategy and management, strategic marketing planning, communications activities (advertising, marketing, content, media, public relations); digital communication, reputation management, recruitment planning, business development, Schools engagement, contact centre operations and admissions services. The range of functions delivered are all targeted at managing the University’s reputation and achieving its revenue goals.

The Brand and Marketing team within BMR provides strategic brand direction and ongoing brand management for the University. The brand and marketing team works across all global markets to help build the brand position and to attract business partners and students to UWA. The Brand and Marketing team consults with; and across all areas of the University to implement marketing plans and associated activities.

**Reporting structure**

Reports to: Senior Marketing Officer

**Your role**

As the appointee you will, under general direction, support the delivery of an integrated marketing and communications plan for the University. You will work independently to provide expertise to support and advise on all marketing requirements for UWA Plus Micro-credentials, UWA Online, and UWA courses in partnership with third-party providers. You will work with internal and external stakeholders to focus on the development and implementation of marketing activities and write, edit, and proof original material for a range of channels.

**Your key responsibilities**

Develop and implement marketing and communications strategies in line with University priorities, with a focus on UWA Plus Micro-credentials, UWA online courses, and partnerships with third-party providers.

Provide marketing initiatives and collateral to various channels, including social media, advertising and paid media, promotions, print, digital, PR, and lead nurture and enquiry management.

Liaise and build positive working relationships with a wide internal and external stakeholders to identify and facilitate opportunities, communicate marketing plans and relevant information.

Coordinate brand alignment and consistency across all marketing channels and provide an integrated communications and marketing function for the University.

Provide insight, analytics and reporting on UWA’s marketing efforts.

Develop, maintain, review, and optimise relevant new articles, marketing material, and webpages, including SEO, ensuring content and compliance obligations are met.

Other duties as required.

**Your specific work capabilities (selection criteria)**

Relevant tertiary qualification or demonstrated equivalent competency.

Substantial marketing and administrative experience including, developing and implementing strategic marketing plans, brand management, lead nurture journeys, website maintenance, and office procedures.

Highly developed written, verbal, and interpersonal communication skills with a strong focus on stakeholder engagement and attention to detail.

Highly developed organisational skills with the demonstrated ability to set priorities and to meet deadlines.

Ability to work independently, show initiative, problem solve and work productively as part of a team.

Proficiency in a range of computing skills including word processing, spreadsheets, databases, internet, email and relevant marketing programs.

**Special requirements (selection criteria)**

Occasional weekend work.

Some after-hours work may be required.

**Compliance**

Ensure you are aware of and comply with legislation and University policies.

To learn more about the Code of Conduct, see [Code of Conduct](https://aus01.safelinks.protection.outlook.com/?url=https%3A%2F%2Fwww.uwa.edu.au%2Fpolicy%3F%23184F3554-D498-4400-9A86-4282EED06B32&data=05%7C02%7Cadrian.wilks%40uwa.edu.au%7C6d7df9c8d1cd4359fc6a08dc6012779e%7C05894af0cb2846d8871674cdb46e2226%7C0%7C0%7C638490879636655952%7CUnknown%7CTWFpbGZsb3d8eyJWIjoiMC4wLjAwMDAiLCJQIjoiV2luMzIiLCJBTiI6Ik1haWwiLCJXVCI6Mn0%3D%7C0%7C%7C%7C&sdata=B8ENMf%2BIGU%2FGqw9b8CJvLQbVCrygOwCXYWgFw%2Byu%2BNY%3D&reserved=0).

To learn more about Diversity, Equity and Inclusion, see [Diversity, Equity and Inclusion](https://aus01.safelinks.protection.outlook.com/?url=https%3A%2F%2Fwww.uwa.edu.au%2Fabout-us%2Fvalues-vision-strategy%2Fdiversity-equity-and-inclusion&data=05%7C02%7Cadrian.wilks%40uwa.edu.au%7C6d7df9c8d1cd4359fc6a08dc6012779e%7C05894af0cb2846d8871674cdb46e2226%7C0%7C0%7C638490879636668252%7CUnknown%7CTWFpbGZsb3d8eyJWIjoiMC4wLjAwMDAiLCJQIjoiV2luMzIiLCJBTiI6Ik1haWwiLCJXVCI6Mn0%3D%7C0%7C%7C%7C&sdata=aWUc9IcUvZzuRM59oMe%2B7J4MO5IxrSoN%2FJftKqUviSg%3D&reserved=0).

To learn more about Safety, Health and Wellbeing, see [Safety, Health and Wellbeing](https://aus01.safelinks.protection.outlook.com/?url=https%3A%2F%2Fwww.safety.uwa.edu.au%2F&data=05%7C02%7Cadrian.wilks%40uwa.edu.au%7C6d7df9c8d1cd4359fc6a08dc6012779e%7C05894af0cb2846d8871674cdb46e2226%7C0%7C0%7C638490879636675875%7CUnknown%7CTWFpbGZsb3d8eyJWIjoiMC4wLjAwMDAiLCJQIjoiV2luMzIiLCJBTiI6Ik1haWwiLCJXVCI6Mn0%3D%7C0%7C%7C%7C&sdata=tPcy11K0AyEPfabWEhdAd0UBd9kq9YoAa8rSms7cS3U%3D&reserved=0).