



Charles Sturt
University

Position Description



Faculty Marketing Officer

Market Strategy and Partnering Division of Marketing and Communication

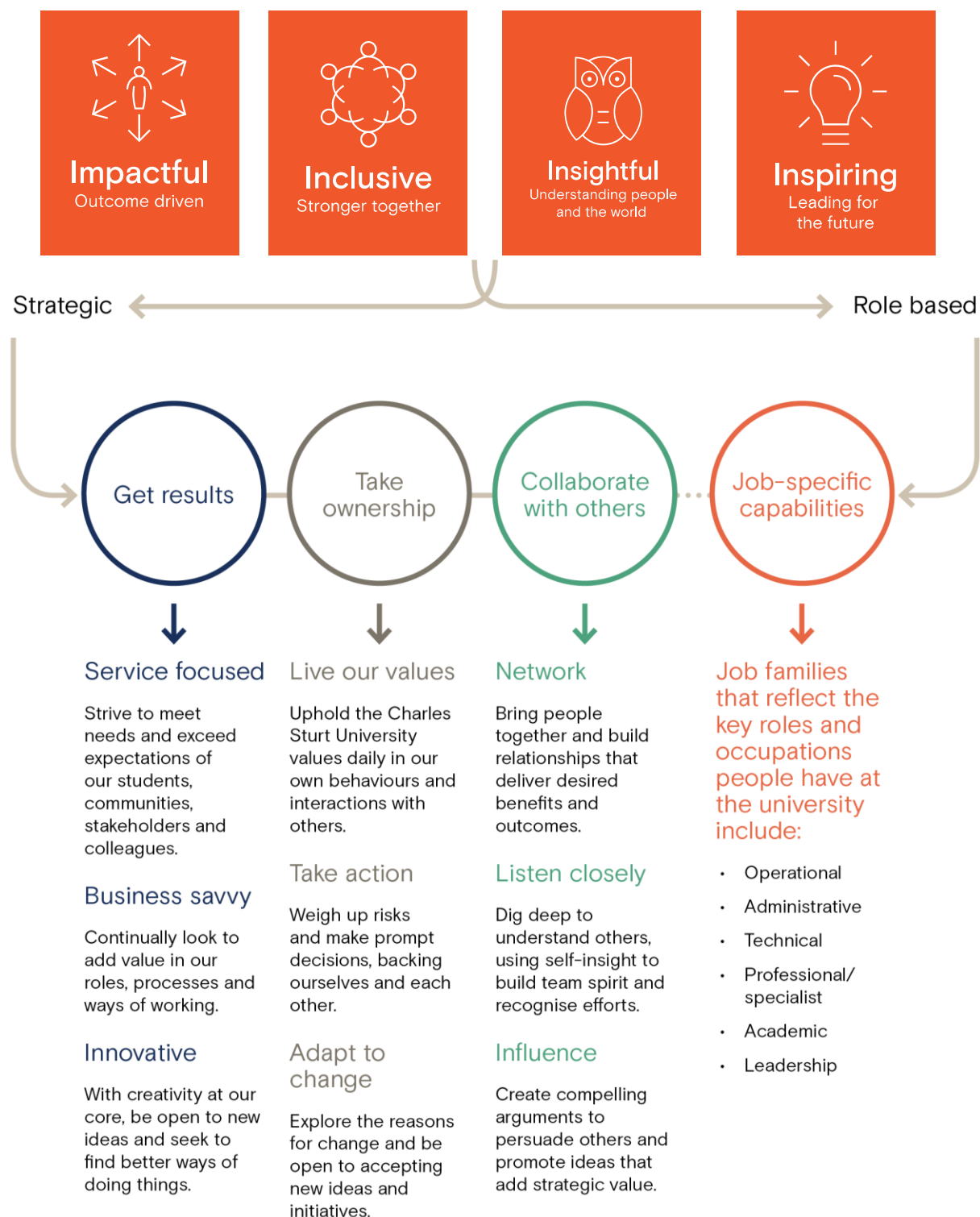
Classification	Level 6
Delegation Band	Delegations and Authorisations Policy (see Section 3)
Hours per Week	35 hours
Special Conditions	Willingness to travel and work outside normal office hours, including evening work and overnight travel.
Nature of Employment	Fixed Term
Workplace Agreement	Charles Sturt University Enterprise Agreement
Date Last Reviewed	October 2020

Division of Marketing and Communication

The Division of Marketing and Communication plays a lead role in positioning Charles Sturt University as the dominant higher education provider in our regions. The function is forward-thinking and results-driven, and is comprised of a Market Strategy and Partnering Group, Brand and Performance Marketing Group and Sales and Customer Experience Group. The Division's overarching purpose is to work with partners to create a transformational brand promise, product portfolio and experience that work to attract and engage students, staff, alumni and community.

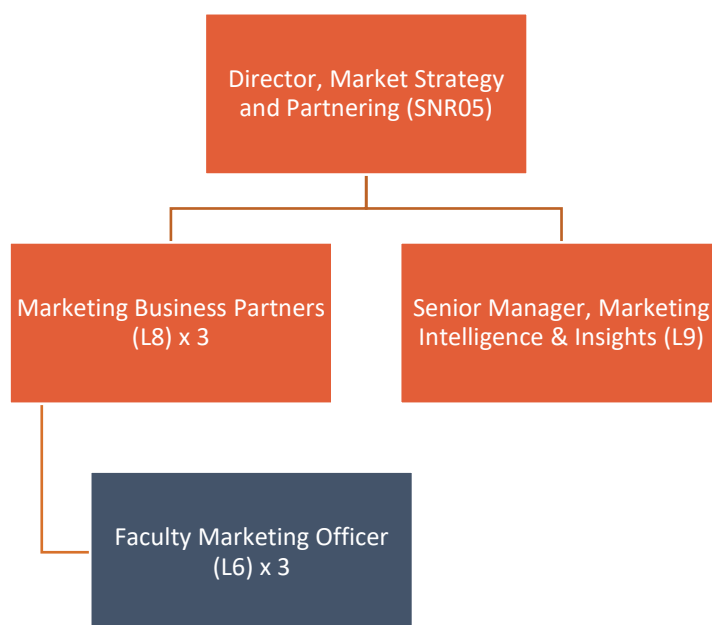


Our University Values





Organisational Chart



Reporting relationship

This position reports to: Marketing Business Partner

This position supervises: N/A

Key working relationships

- Director, Market Strategy and Partnering
- Associate Director, Brand and Performance Marketing
- Associate Director, Sales and Customer Experience



Position overview

The Faculty Marketing Officer will provide a full range of marketing, communications and administrative services to support Faculty marketing activity, particularly in the areas of communications, marketing, student recruitment and relationship development.

Principal responsibilities

- Contribute to the development of relevant, integrated, multi-channel, go-to-market strategies that build the Faculty reputation and generate demand for programs and courses.
- Actively contribute to the operational execution of the Faculty marketing plan.
- Provide ongoing analysis of competitor activity, including recruitment strategies, Australian Tertiary Admission Rank (ATAR) activity, development of new courses and enrolment patterns.
- Actively contribute to a team environment that fosters and develops effective working relationships and collaborative work practices.
- Exercise initiative in the application of systems and procedures by applying theoretical and technical knowledge pertaining to a range of differing situations including:
 - Coordinating Academic staff for key student recruitment events (e.g. Open Days);
 - Developing advertising and campaign briefs;
 - Delivering support to the development of new courses including coordinating new course launches;
 - Delivering against the tactics as outlined in the Faculty and University Marketing Plans;
 - Representing the Division on a range of Faculty Committees.
- Keep abreast of the activities of the Division and determine their impact on other related functions or sections.
- Interpret procedures to assist others, and make recommendations on changes to procedures, schedules or routines to facilitate good relations between work units or with clients.
- Develop and frequently deliver presentations to a range of audiences, including senior academic staff, prospective students and members of the public.
- Other responsibilities appropriate to the classification as required.

Physical capabilities

The incumbent may be required to perform the following:

- Work in other environments beyond the school, such as other campuses, as well as possible car and air travel and work with a diverse range of staff, students and community members.
- On occasion drive a university vehicle distances up to 500km per day within the terms of the university's [Driving Hours Guidelines and Policy](#).



Selection criteria

Applicants are expected to address the selection criteria when applying for this position.

Essential

- A. Completion of a degree, normally with 2 or more years' subsequent relevant work experience; or extensive experience (e.g. an Associate Diploma with at least 4 years' subsequent relevant experience), leading to either the development of specialist expertise or to the development of broad knowledge, in technical or administrative fields; or an equivalent level of knowledge gained through any other combination of relevant education, training and/or experience.
- B. Demonstrated experience in delivering marketing and sales activities, including experience in event management, planning, promotion and implementation.
- C. High level verbal communication skills, including the ability to effectively deliver presentations.
- D. Excellent written communication skills, including a demonstrated ability to edit text and/or web-based publications.
- E. Demonstrated ability and commitment to work flexibly, independently and as an effective team member contributing to the goals of the Division.

