

"Equity principles underpin all UNE policies and procedures. The University is committed to EEO principles and values cultural diversity, and recognises that all its employees have a contribution to make in ensuring an equitable and harmonious working environment."

UNIVERSITY OF NEW ENGLAND

POSITION: Marketing Officer
DIRECTORATE: Marketing and Public Affairs
REPORTS TO: Marketing Manager
CLASSIFICATION: Higher Education Officer Level 6
DATE CLASSIFIED: 11 January 2008

POSITION DIMENSIONS:

The Directorate of Marketing and Public Affairs provides information about the diverse offerings and achievements of UNE to its stakeholders and communities in a way which protects, promotes and enhances our brand and image and meets enrolment, research, community and partnership goals.

The Marketing Unit within the Directorate exists primarily to ensure the development and enhancement of marketing and student recruitment for the University by providing the skills, resources and processes to deliver quality-marketing programs, particularly in the areas of:

- ♣ Marketing programme development and management
- ♣ Customer relationship management
- ♣ Online marketing and content including search engine optimisation
- ♣ Marketing and recruitment events
- ♣ Marketing materials development and management
- ♣ Measurement and reporting

The three core market categories are general student, broad category (on campus, distance education, undergraduate and postgraduate) and segment (target audience, discipline or course specific) marketing.

POSITION OBJECTIVE:

This position using significant specialist knowledge, focuses on the development and implementation of segment and broad category marketing programmes and student recruitment programmes, campaigns and activities. This position works closely with the Faculties, Schools, and Student Administration Services as well as the University's Student Recruitment Unit within Marketing and Public Affairs.

The Marketing Officer is also responsible for the provision of information about the diverse offerings and achievements of UNE, in a way which:

- contributes to meeting the University's recruitment and enrolment targets,
- protects, promotes and enhances our brand image and

- is at agreed levels to all stakeholders within and outside Marketing & Public Affairs; and
- ensures that the delivery of the Directorate's Key Result Areas are consistent with the University's Strategic and Marketing Plans and the strategic and operational plan for the Marketing and Public Affairs Directorate.

REQUIREMENTS OF THE POSITION:

1. From time to time, working hours may need to be varied to accommodate activities outside of normal working hours.
2. Ability to attend activities away from campus, and sometimes overnight.

DUTIES

The Marketing Officer, under general direction, will:

1. Use initiative to develop, implement, administer, manage and monitor segment marketing programmes, campaigns and projects designed to increase student recruitment and enrolment. Work with the relevant people within the Faculties and Schools, Student Administration Services, and other areas within the University as appropriate in order to meet marketing and enrolment objectives. Ensure the programmes are in line with the University's brand identity, funding, meet set strategic and operational objectives, and heighten awareness/prestige of such things as courses, postgraduate offerings, etc.
2. Build relationships, provide specialist advice to, and liaise with members of the Directorate, other internal stakeholders and key external stakeholders where relevant.
3. For such activities as official University promotional campaigns relevant to this position, co-ordinate groups of staff, students and alumni involved in marketing and recruitment events and projects.
4. Evaluate research information relating to trends in the education market, such as demographics, competitor activity, enrolment activity, in order to undertake high level analysis and make recommendations as appropriate.
5. Set marketing objectives, report against those objectives and provide ongoing high level analysis of UNE's marketing programme effectiveness. Prepare detailed reports, on such things as progress of the programmes and campaigns, client contact, follow-up and recruitment conversion (acceptance of offer and enrolment) and reviews on the effectiveness of each individual programme and campaign.
6. Manage the budgetary aspects of marketing activities and programmes, projects developed and implemented, within pre-approved budgets. Undertake where appropriate: prepare budget recommendations; obtain quotations; raise purchase orders and obtain appropriate budget approvals; maintain financial records and deliver activities and programmes within the agreed budget/s.
7. Design, develop and implement related marketing events, strategies and initiatives. Identify additional opportunities for marketing UNE and prepare recommendations to Directorate management about opportunities.

8. Liaise with the Advertising and Brand Co-ordinator, Marketing Services and Publications or other service providers as appropriate, to ensure the timely production of relevant merchandise, signage and all associated contact materials and publications for projects or campaigns as relevant to this position.

9. Ensure marketing and communications materials are presented at a high standard, consistent with the University's defined brand attributes and appropriate to the audience. Ensure compliance with quality assurance and approval processes.

10. As part of the Marketing and Public Affairs team, respond in a timely fashion to various requests for information, feedback and action on Directorate activities.

11. Contribute particular functional technical or specialist expertise to assist the Directorate in the development of effective and efficient processes, technologies and management within a framework of:

- Operational process improvement;
- Customer service;
- Quality assurance; and
- Risk management.

12. Contribute to the development, establishment, implementation and maintenance of policy and procedural documentation relating to marketing programs.

13. Provide specialist marketing expertise to such groups as committees, reviews, inquiries and working parties.

14. Supervision of administrative, casual staff or student volunteers as required.

15. Be rostered to provide "face to face" marketing and customer service at events, field days, career markets and exhibitions, and by phone as required.

16. Ensure the University's policies and procedures, relating to OH&S, Equity, Privacy and other government legislation (e.g. DEST) are applied in relation to the responsibilities of this position.

17. Carry out other duties as required and relevant to the position.

QUALIFICATIONS AND SELECTION CRITERIA:

1. A relevant degree with relevant work experience; or extensive experience and specialist expertise or broad knowledge in technical or administrative fields; or an equivalent alternative combination of relevant experience, and / or education/training.

2. Demonstrated significant specialist knowledge and experience in the development and implementation of marketing programmes and campaigns including proven track record and excellent proactive skills in identifying and executing marketing opportunities. Experience in electronic marketing, including search engine optimisation and content development would be highly regarded.

3. Demonstrated competence and specialist knowledge in some of the following:
 - Advertising
 - Brand (Visual Identity) management
 - Corporate communications
 - Lead generation
 - Marketing and communications materials development
 - Public / media relations
 - Project management
 - Workflow planning and management
 - Quality assurance
4. Demonstrated outstanding written communication skills, including the ability to adapt writing style to a range of audiences and mediums (eg reports, creative briefs, advertising, online, print).
5. Demonstrated outstanding level of interpersonal skills, written and oral communication skills, as well as the ability to liaise, negotiate and work with complex and diverse groups of people and individuals. Demonstrated strong client service focus.
6. Demonstrated excellent organisation and problem solving skills including demonstrated ability and strategies for managing multiple projects, an ability to meet tight deadlines in an environment of conflicting priorities, with an emphasis on quality assurance and attention to detail.
7. Demonstrated ability to lead and work successfully as part of a project team or working group to achieve results, as well as the initiative and ability to work independently under general supervision.
8. Demonstrated experience in budgeting and financial tracking
9. Demonstrated high-level computer skills and experience including expertise in various software in order to produce and analyse reports, spreadsheets and other documents, as well as having the ability, or the capacity to quickly acquire the ability, to use the University's corporate information systems. Experience in the use of online content management systems would be highly regarded.
10. Awareness of OH & S, risk management, quality assurance, EEO and records management principles as they relate to this position.