POSITION SUMMARY
In consultation with the Marketing and Communications Manager, you will manage design projects with internal clients and designers, coordinate the implementation and evaluation of integrated marketing and eDM campaigns, writing and managing social media content and channels, coordinate the development of promotional materials and publications, management of design projects, and conducting marketing research.

You also will be responsible for providing support for Student Recruitment events and work with a team to develop prospective and current student engagement strategies.

ORGANISATIONAL ENVIRONMENT
Overview of the Faculty/School/Divisional Work Unit
The UNSW Business School attracts the best and brightest thinkers, shaping innovative leaders who set the pace and agenda for business. We bring business leaders into the classroom and thought leadership into business.

We are a regionally engaged, high impact and academically rigorous business school that enhances practice through leading edge research We make it our business for our 14,000 students, 550 academic and professional staff, over 75,000 alumni and partners to flourish at the highest level.

When you join the Marketing, Admissions and Student Recruitment Unit, you become part of a dynamic team and family of 25 people who are responsible for brand and marketing, admissions, student recruitment, web for the Business School. We are innovative and customer-oriented and are always looking for new ways to improve what we do.

Statistics
The UNSW Business School is host to:

- 8 disciplinary schools with disciplinary school managers, administrative staff members and academics where you may work with.
• AGSM @ UNSW Business School – which specialises in our general management and leadership programs (MBA) and Executive Education – where you will collaborate with their Marketing staff members to coordinate our branding and marketing communication efforts.
• 9 research centres
• Over 14,000 current students within the business school – where you will plan, develop and implement engagement strategies with.
• Over 75,000 alumni throughout the world – where you will have an opportunity to manage projects with our in-house designers and the alumni team to maintain communications with our esteemed graduates.
• 8 disciplinary Student Societies within the Business School which you will liaise with.

Reporting Relationships

Supervisor’s title: Marketing and Communications Manager
Other positions reporting to the supervisor:
• Digital Communications Officer
• Senior Graphic Designer
• Graphic Designer
• 2 x Audio and Video Producers
• 2 x Interns (Chinese communications; Audio and Video)

Positions reporting to this position (show position titles and levels): None

Other relationships: Besides other team members within the Marketing, Admissions and Student Recruitment Unit, you will build relationships across the entire Business School, as well as UNSW staff and external Business School stakeholders and suppliers.

KEY DUTIES & RESPONSIBILITIES

Marketing and Advertising Campaign support
• Support the Marketing Management team on a range of marketing projects including digital marketing (SEM), social media, branding, advertising, PR. On some projects this position will be support only, on other projects it will take the lead project management role.
• Electronic direct marketing campaign management and support (using email marketing systems)

Brand Management Support
• Develop design briefs and work closely with the graphic designers and School staff to develop marketing material which maximises the impact of the UNSW Business School brand and sub-brands
• Respond appropriately to Business School branding enquiries.

Social Media Support
• Develop content and manage the engagement of fans/members within our social media channels.
• Develop and implement social media calendar and plan with Digital Comms Officer.

Student Recruitment and Engagement Support
• Support student recruitment activities and work with a subset of marketing team to develop engagement strategies for prospective and current undergraduate students via social media and events such as the UNSW Open Day marketing stall, international exchange presentations and postgraduate information evenings etc.
Project Management
- Project management – client relationship and management of projects with internal clients, including Dean’s Unit, AGSM, Student Centre, EDU, Schools, and Student Societies etc.
- Provide high level support in the development of promotional materials including the organisation of photographic shoots, collecting student testimonials etc.

Market Research
- Manage ongoing competitor analysis reports and undertake market research where appropriate.

People & Relationships
- Develop effective relationships with internal clients and central UNSW units including UNSW Central Marketing and UNSW International Office.

OHS Responsibilities
- Cooperate with all health and safety policies and procedures of the university and take all reasonable care to ensure that your actions or omissions do not impact on the health and safety of yourself or others

SELECTION CRITERIA

- A tertiary qualification in Marketing or a related discipline with a major component in Marketing with minimum 3 years relevant working experience.
- Proven experience in implementing integrated branding and/or marketing campaigns.
- Proven track record in running digital campaigns like SEM, GDN etc.
- Proven track record in social media campaign activity, including strong grasp of social media/digital marketing tools, trends and strategies.
- Experience in electronic direct marketing campaigns and e-marketing systems.
- Experience in managing a range of projects and task across a large organisation to meet tight deadlines and the ability to prioritise tasks to meet a wide range of expectations.
- Experience in producing and coordinating quality marketing collateral.
- Demonstrated ability to work independently, show initiative and work productively as part of a team.
- Proficiency in a range of computing skills including Microsoft Office, CRM databases, and content management systems.
- Knowledge of health and safety responsibilities and commitment to attending relevant health and safety training.

It is not the intention of the position description to limit the scope or accountabilities of the position but to highlight the most important aspects of the position. The aspects mentioned above may be altered in accordance with the changing requirements of the role.