A. JOB PURPOSE

The Marketing Officer is responsible for planning, co-ordinating and implementing a range of recruitment events, collateral and activities. This role is also responsible for implementing the Faculty’s social media strategy.

B. MAIN DUTIES

- Manage the preparation and production of a range of marketing collateral, including sourcing information and writing copy.
- Plan and organise events including, but not limited to, recruitment events, information sessions and public lectures.
- Implement activities such as guest lectures and videos designed to raise the profile of UNSW Law among target audiences.
- Develop and co-ordinate the Faculty’s social media on Facebook and Twitter and schedule via hootsuite.
- Research, provide advice on, and execute innovative and effective social media promotions.
- Create monthly social media and website reports using analytics tools.
- Using SEO best practice, prepare web content including academics in the media, undergraduate programs, news carousels.
- Prepare content and graphics for digital screens.
- Create digital content for eDMs.
- Represent the Faculty at relevant recruitment meetings and events.
- Develop and maintain spreadsheets, databases and other administrative systems as required.
- Liaise with external suppliers, including printers, designers, media agencies and mail houses to ensure timely production of marketing collateral.
- Cooperate with all health and safety policies and procedures of the University and take all reasonable care to ensure that their actions or omissions do not impact on the health and safety of others in the University.

C. ENVIRONMENT

Statistics

Academic Staff: 86
Professional and Technical Staff: 52
Students: 2477
Reporting Relationships

This role reports to the Marketing and Communications Manager.
Other positions reporting to the Marketing Manager: Senior Marketing Officer and Marketing Officer.
Positions reporting to this position: Nil

D. PRINCIPAL ACCOUNTABILITIES

- The coordination, creation and production of marketing materials are managed in a timely and accurate manner
- The Law social media channels are managed and updated effectively
- The Faculty’s website and database content is updated accurately and within agreed timeframes
- Events are effectively run, by being well planned, organised and delivered to deadlines
- All work is accurate, well presented and in line with policies, procedures and directions
- Professional working relationships are built and maintained with all colleagues, clients (internal and external) and suppliers

E. SELECTION CRITERIA

- A tertiary qualification in Marketing or a related discipline with a major component in Marketing.
- Proven track record in social media campaign activity, including strong grasp of social media/digital marketing tools, trends and strategies.
- Demonstrated understanding of SEO and best practice.
- Experience in producing and coordinating quality marketing collateral.
- Excellent oral, written and interpersonal skills.
- Demonstrated ability to work independently, show initiative and work productively as part of a team.
- High level organisational and time management skills, with proven attention to accuracy and detail
- Proficiency in a range of computing skills including Microsoft Office, databases, Photoshop, Illustrator, content management systems.
- Knowledge of OHS responsibilities and commitment to attending relevant OHS training and knowledge of equal opportunity principles.