**THE UNIVERSITY OF NEW SOUTH WALES**  
**POSITION DESCRIPTION**

**POSITION TITLE:**  Marketing Officer – Campaigns  
**LEVEL:**  Level 7  
**UNIT:**  Marketing Services  
**DIVISION**  Division of Advancement  
**REPORTS TO:**  Senior Marketing Manager, UNSW Marketing Services  
**DATE:**  16 December 2013  
**PREPARED BY:**  Tamera Bradley  
**APPROVAL:**  Sue-Anne Chew

### ACCOUNTABILITY OBJECTIVES

The Marketing Officer – Campaigns, in consultation with the Director, Marketing Services and the Senior Marketing Manager, Marketing Services, is responsible for the coordination and execution of the University marketing and promotional campaigns to strengthen the UNSW brand, support student enrolment and promote a positive student experience. This includes:

- Developing and implementing a marketing campaign plan for the University that is focused on promoting the brand and reputation of UNSW.
- Developing and implementing a marketing campaign for the University that is focused on promoting key student recruitment events and periods.
- Ensuring all marketing campaign activities are focused on, contribute to, align with and reinforce UNSW’s reputation, brand and aspiration to be a leading research intensive university.
- Developing recommendations including a budget, media plan and creative direction for key marketing campaigns & measure the effectiveness of each campaign
- Work across other marketing campaigns and projects designed to enhance the reputation of the University and increase brand awareness.

The position directly supports the achievement of Divisional objectives in relation to professional standards, increasing brand awareness and enhancing reputational capital.

### ENVIRONMENT

The Division of the Advancement consists of the Office of the Vice-President Advancement, UNSW Foundation, Digital Services, Media Office and Marketing Services and is tasked with promoting philanthropy and alumni development at UNSW and advancing the University’s external relations.

The Marketing Officer – Digital and Social Media role is based within Marketing Services.

Marketing Services is responsible for corporate marketing and advertising for UNSW and assisting individual Faculties and Units as required. Responsibilities include:

- Advertising media buying (central function)
- Strategic market research
- University branding and positioning
- Corporate UNSW events (not including those run by UNSW Foundation)
UNIVERSITY OF NEW SOUTH WALES
POSITION DESCRIPTION

POSITION TITLE:  Marketing Officer – Campaigns
DATE:  Dec 2013
DIVISION:  Division of Advancement

- Marketing consultation services
- Corporate marketing campaigns and activity
- Social Media (corporate channels).

University events are regularly held to increase the intellectual and research reputation of the University, to facilitate development opportunities and to enhance the relationship the University has with prospective students. Events may be held outside of normal working hours and may require professional representation and coordination from the marketing staff.

The Marketing Services unit is also responsible for establishing marketing working groups across the University. As a central unit, Marketing Services is responsible for building both internal and external relationships to ensure effective delivery of marketing services.

Major stakeholders include:
- Faculties, Schools and senior management of the University
- Media
- Current and future students
- Current and future staff
- Industry leaders, government and regulatory bodies
- Alumni

REPORTING RELATIONSHIPS
This position will report to the Senior Marketing Manager, UNSW Marketing Services

Other positions reporting to the Senior Marketing Manager, UNSW Marketing Services:
- Marketing Officer – Projects & Engagement
- Marketing Officer – Brand
- Marketing Officer – SEO/SEM
- Graphic Designers (x2)

No staff report to this position.

OTHER SIGNIFICANT RELATIONSHIPS
Highly effective relationships with key university staff are critical for the success of this position. Key groups include:
- Faculty & School Marketing staff
- Corporate Website Editor and Media & Communications team
- Student Recruitment Office
- External service providers
UNIVERSITY OF NEW SOUTH WALES
POSITION DESCRIPTION

POSITION TITLE: Marketing Officer – Campaigns
DATE: Dec 2013
DIVISION: Division of Advancement

STATISTICS
- Unit staff 15
- Media-buying spend on behalf of UNSW $2.0M +
- Approximate corporate advertising budget $400,000
- Students 55,000 approx
- Staff 5,500
- Staff across UNSW with marketing function 60+
- Number of Alumni 200,000+

CHALLENGES
- Professional management of marketing activities and initiatives that enhance and support the University’s national and international reputation, within a large organisation with many staff involved.

Level 7

This role is responsible for the development and management of key marketing campaigns designed to promote the reputation of UNSW, increase brand awareness and ensure maximum attendance at key cross University student recruitment events.

This involves;
- Researching best practice activities in the education sector and outside of the sector
- Developing creative and innovative campaigns that engage our key stakeholders and support key student recruitment activities on campus, for example Open Day, Info Day, PG Week
- Investigating or conducting online market research and utilising statistical tools available (e.g. web trends) to measure the effectiveness of campaigns.
- Writing and circulating regular pre and post reports, as well as ongoing reports during campaigns
- Deliver campaigns using on and offline media, below, through and above the line.
- Develop social media campaigns to complement and enhance offline campaigns
- Exercise high level judgment in managing issues that impact on the faculty’s reputation, position and influence in the public and among students
- Manage projects within set objectives, timelines and budget.

The role also is required to:
- Develop and manage implementation of other key marketing projects as required.
- Provide regular updates and communication across UNSW to key stakeholders
- Represent the Senior Marketing Manager at cross divisional meetings as required.
- Effectively represent the Marketing Services objectives and UNSW values internally & externally.
- Interact with stakeholders in a professional manner and promote UNSW Marketing Services as a positive example of leadership, excellence, creativity, integrity and responsiveness.
- Create market research briefs and manage research agency relationships to achieve strategic objectives.
- Managing student interns and their projects across the course of the year.
UNIVERSITY OF NEW SOUTH WALES
POSITION DESCRIPTION

POSITION TITLE: Marketing Officer – Campaigns
DATE: Dec 2013
DIVISION: Division of Advancement

SELECTION CRITERIA

Essential

• Relevant tertiary qualifications plus a minimum of 6 years’ experience in managing marketing and communication campaigns

• Demonstrated experience and success in identifying marketing opportunities and developing marketing programs and advertising initiatives to achieve marketing objectives.

• An active team player with the ability to liaise and negotiate effectively with diverse groups of people at all levels.

• Able to prioritise, schedule, manage, document and project manage a rolling programme of campaign activity.

• Experience in using well developed influencing skills to leverage support from key stakeholders.

Desirable

• An awareness of the challenges facing student recruitment in the tertiary sector.