A. JOB PURPOSE

The Marketing and Communications Officer will coordinate a range of marketing and communications activities for the School.

At Level 6, the Marketing and Communications Officer will take a significant role in developing and implementing the School's marketing and communications campaigns.

B. MAIN DUTIES

Level 5

- Coordinate, and represent the School at, promotional events, such as Info Day and Open Day.
- Organise School events, such as O'Week Welcome and the Awards Night.
- Prepare content for, and update, the School website.
- Maintain the School’s Facebook and YouTube pages.
- Prepare and produce a range of publications, such as the Handbook and marketing brochures.
- Manage School prizes and coordinate the nomination of winners.
- Represent the School at Faculty marketing meetings.
- Provide assistance for the School Alumni Committee as required.
- Provide support for School student administration staff in times of need.
- Other duties as directed by the School Manager.
- 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.

Level 6

In addition to the above:

- Contribute to the development and delivery of marketing and communications campaigns to promote degree programs and courses offered by the School.
- Critically evaluate, and identify improvement opportunities for, the School website, Facebook and YouTube pages.
- Identify, develop and maintain social media sites to drive further engagement.
- Review, develop, document and maintain internal marketing processes.
- Supervise casual staff as required.

C. ENVIRONMENT

Statistics

The School is located in the Faculty of Science and has 36 full-time members of academic staff and 16 professional and technical staff. It has an operating budget of over $9 million and additional research funding of over $9 million per annum.
The School administers a range of undergraduate courses and degrees, with student numbers of over 1,000 in the first year to 60 in the fourth year Honours research program. The School also offers three postgraduate professional coursework Masters degrees, with a total enrolment of approximately 100, and supervises the research of approximately 90 students enrolled in the PhD degree program. The School is very active in research, with most staff holding external research funding. The School has extensive laboratory facilities for both research and teaching.

Reporting Relationships
The position reports directly to the School Manager.

Other positions reporting to the supervisor: School administrative staff

Positions reporting to this position: None, although, at Level 6, the position may supervise casual staff from time to time.

Challenges & Constraints
While the Marketing and Communications Officer is entitled to flexible working arrangements as per the UNSW (Professional Staff) Enterprise Agreement and the Faculty of Science Flex-time Protocol, there are certain days/times they are required to be at work. These include but may not be limited to: Open Day (usually the first Saturday of September), the School Awards Night, and days cross-Faculty marketing meetings are held.

D. PRINCIPAL ACCOUNTABILITIES

Level 5

- The School Manager is proactively supported in efficiently and effectively discharging the administrative side of their responsibilities.
- Marketing services provided to the School are proactive, efficient and of a high standard.
- Positive contribution is made within team(s).
- Professional and productive working relationships with key contacts and stakeholders (internal and external) are developed and maintained, and issues are handled professionally.
- All work produced is of a high standard, is accurate and is in line with policies, procedures and directions.
- Openness to change and flexibility within the scope of the role are supported and encouraged with team members, other staff and students.

Level 6

In addition to the above:

- Tangible contributions are made to development and implementation of innovative marketing and communications campaigns.
- The School’s web and social media presence is continuously improved.
- Knowledge of changes in University systems, policies and procedures is maintained.
- Internal marketing processes are reviewed, developed, documented and maintained.

E. SELECTION CRITERIA

Level 5

Essential Criteria

- A relevant qualification and substantial relevant experience at an appropriate level.
- Excellent interpersonal, written and verbal communication skills.
• Proven ability to learn and absorb new knowledge and skills quickly.
• Demonstrated ability to work independently and as part of a team.
• Highly developed organisational skills including the ability to establish priorities, manage complex tasks and projects, and meet competing deadlines while maintaining accuracy and attention to detail.
• High level proficiency in a range of computing skills including work processing, spreadsheets, databases, internet and email.
• Experience in website maintenance using a content management system (CMS), Dreamweaver, or similar.
• Experience in social media campaign activity.
• Knowledge of the Adobe Photoshop.
• Knowledge of OHS responsibilities and commitment to attending relevant OHS training and knowledge of EEO/AA principles.

Desirable Criteria

• Experience with the HTML.

Additional Criteria for Level 6

• A relevant marketing or business qualification and/or several years’ hands-on experience in marketing or communications.
• Experience in development and delivery of marketing and communications campaigns.
• Experience in website development.
• Ability to drive social media campaigns.
• Ability to initiate and establish new procedures as appropriate.
• Ability to supervise staff.

F. PROGRESSION STATEMENT

The incumbent will normally be expected to have reached the top step of Level 5 prior to progression to Level 6. Criteria for progression to Level 6 will be based on satisfactory performance of all duties and accountabilities at Level 5 and a demonstrated capacity to take on the duties and accountabilities of the position at Level 6.