

POSITION DESCRIPTION – General Staff For levels 6/7 and above

Position Title: Marketing and Communications Coordinator Level: 6/7
Faculty/Division: Faculty of Science, Medicine and Health

Primary purpose of the position:

The Marketing and Communications Coordinator plays a key role in assisting the Faculty achieve its marketing and communications and student recruitment goals. The position is responsible for collaborating with the Faculty Executive Manager and Manager of Marketing & Digital Services, to plan a cohesive and strategic approach to marketing and communications. The position works with the Faculty's internal and external stakeholders to coordinate, execute and evaluate marketing and communications activities and is a critical link between the Faculty's schools; other UOW stakeholders and Faculty's central administration.






Position Environment:

The Faculty of Science, Medicine and Health was established in 2013 and includes the following five Schools:

- Biological Sciences
- Chemistry
- Earth & Environmental Sciences
- Nursing, Midwifery and Indigenous Health, and
- The Graduate School of Medicine.

Major Accountabilities/Responsibilities:

Responsibilities		Outcome	Percentage of Time	Office Use Only
1.	<p>Marketing and Communications Planning</p> <ul style="list-style-type: none"> • Assist with the development of the Faculty's marketing strategy as well as the identification and communications of the Faculty's distinctive offering. • Make recommendations to the Faculty Executive in relation to new and existing recruitment, marketing and events activities and participate as a team member within the Executive Office. • Stay abreast of latest trends in marketing and communications. 	Proactive development of a Faculty driven marketing strategy aligned to the outcomes of the Faculty strategic plan.	25	
2.	<p>Digital Communications</p> <ul style="list-style-type: none"> • Fulfill the role of Faculty Website Manager • Ensure information on the Faculty's website and intranet site is current and accurate and adheres to UOW's Policy & Guidelines. • Ensure website content reflect relevant content for internal users (staff and enrolled students) and external (prospective 	The Faculty's digital communications are current and relevant for all intended stakeholders and aligned to the Faculty Marketing Plan objectives.	25	

	<p>students, staff and researchers).</p> <ul style="list-style-type: none"> Plan and implement a maintenance and quality enhancement program for all Faculty web content, ensuring that each page meets the requirements of the WCAG 2.0 Standards. 			
3.	<p>Print Communications</p> <ul style="list-style-type: none"> In conjunction with Faculty stakeholders, implement the publication and communication strategy . Coordinate and sign off core publication materials produced by UniAdvice for student recruitment (print & web). Ensure that materials produced on behalf of or by the Faculty (Handbooks, promotional, recruitment and reports) are accurate and adhere to UOW's Marketing Policy and Brand. 	Communications activities are undertaken effectively, efficiently with an attention to detail.	20	
4.	<p>Events</p> <ul style="list-style-type: none"> Working with Faculty and UOW stakeholders, plan and coordinate marketing events such as Faculty awards nights; Student orientation events; Future student events; Conferences; Community Engagement. Participate in student recruitment and orientation events. 	Faculty events are planned and executed to the highest standard.	15	
5.	<p>Alumni Relations and Community Engagement</p> <ul style="list-style-type: none"> Coordinate Alumni communication and relations activities in collaboration with the Alumni Relations Office. Coordinate community relations activities and communications as required with the Office of Community. 	Activities enhance the Faculty's alumni and community relations.	5	
6.	<p>Media and PR</p> <ul style="list-style-type: none"> In conjunction with the University's Media Team, execute media relations activities that communicate the Faculty's distinctive identity and key achievements. 	The Faculty receives positive media and PR coverage for strategically important activities and research.	5	
7.	<p>Measurement</p> <ul style="list-style-type: none"> Monitoring of marketing and communications activities to measure return on investment (ROI); 	Marketing and communications activities are regularly reviews and improved.	5	
8.	Supervisory roles: Communicate and consult with staff on workplace and staffing matters.	To foster direct relationships with staff and enhance engagement with the organisation.	Ongoing	
9.	Observe principles and practices of Equal Employment Opportunity	To ensure fair treatment in the workplace	Ongoing	
10.	Have OH&S responsibilities, accountabilities and authorities as outlined in the http://staff.uow.edu.au/ohs/commitment/responsibilities/ document	To ensure a safe working environment for self & others.	Ongoing	

Inherent Requirements:

This position description outlines the major accountabilities/responsibilities and the selection criteria against which you will be assessed as suitable for the position. As such there will be specific job requirements that we refer to as Inherent Requirements.

Inherent Requirements refer to your ability to:

- Perform the essential duties and functional requirements of the job;
- Meet the productivity and quality requirements of the position;
- Work effectively in the team or other type of work organisation concerned; and
- Do the job without undue risk to your own or others health, safety and welfare at work.

If you have any injuries, illness, disorder, impairment, condition or incapacity that may affect your ability to perform the inherent requirements of the position, we encourage you to discuss this with the University to assist in the process of identifying reasonable adjustments to enable you to perform the duties of the position. The University wants to place you in the best situation to use your skills effectively in the position you are applying for at the University.

Reporting Relationships:

Position Reports to:	Manager of Marketing and Digital Content
Other Key Contacts:	Faculty Executive Manager

Key Relationships:

Contact/Organisation:

Executive Dean & Associate Deans Faculty Executive Manager Heads of Schools	Plan, coordinate, execute and evaluate marketing and communications activities
UniAdvice	Plan, coordinate, execute and evaluate student recruitment marketing and communications activities
Strategic Marketing and Communications Unit	Marketing and communications projects.
Web Management Team (ECM & ITS)	Support for production of online projects
UOW Printery	Brand management support, Print production management, creative production and graphic design overflow
Office of Advancement	Alumni Relations and Community engagement activities.

Key Challenges:

1. Managing multiple projects and deadlines at once.
2. Devising creative marketing solutions in a highly complex internal and external framework and competitive marketplace.
3. Focussing marketing resources and budget effectively for maximum impact.
4. To achieve the Faculty's strategic objectives through direct communication and consultation with staff and colleagues.

SELECTION CRITERIA - Knowledge & Skills:

Essential:

- Demonstrated understanding and application of key marketing communications principles.
- Excellent written and oral communication skills and attention to detail.
- Project management skills.
- Demonstrated ability to work well under pressure/handle several projects at once.
- Demonstrated ability to build and maintain strong relationships and interact with stakeholders at all levels.
- Understanding of customer service principles.

Desirable:

- Knowledge of marketing and communication trends in the Higher Education sector.

SELECTION CRITERIA - Education & Experience:

Essential:

- A Bachelors degree in Marketing, Communications or a related discipline, or equivalent relevant experience and professional development.
- Demonstrated experience in managing communications projects from conception through to delivery.
- Demonstrated experience managing websites
- Demonstrated event planning and management experience
- Demonstrated experience working with designers, developers and printers through the production processes.

Desirable:

- Experience working in an agency or internal marketing/communications services department.

Personal Attributes:

- Excellent interpersonal, communication and presentation skills
- Effective time management skills.
- Ability to effectively lead and motivate others.
- Initiative, enthusiasm and a positive attitude.
- Excellent communication skills.
- Able to work in a team environment
- Ability to influence others

Special Job Requirements:

- The successful applicant will be able to travel and work extended hours when necessary.