

POSITION DESCRIPTION – General Staff

For levels 6/7 and above

Position Title: Strategic Communications Manager Level: 8/9

Faculty/Division: Planning, Marketing & Communications Division

Office of the Senior Deputy Vice Chancellor

Department/Location: Strategic Marketing & Communications

Primary purpose of the position:

The Strategic Communications Manager is responsible for the management of the Creative, Digital and Marketing Services functions of the University’s Strategic Marketing & Communications Unit. The position manages these functions to implement university-wide communication strategies align to the University’s brand and positioning objectives, as well as support internal stakeholders to plan, coordinate, execute and evaluate marketing and communications activities that meet their strategic goals.

Position Environment:

The position is located in the Planning, Marketing & Communications Division (PMCD), which comprises a Strategic Planning unit, an Institutional Reporting, a Rankings & Reputation Unit and a Strategic Marketing, Communications & Media Unit. Sponsored by the Senior Deputy Vice Chancellor the Division has approximately 30 staff and ensures that a coordinated synergy exists between all areas of Strategic and Operational Planning, establishment of KPI’s, strategic marketing, media relations, monitoring of KPIS, University rankings & positional reputation and Government reporting. The division interacts regularly with the wider University community, other Universities and Government bodies.

The Strategic Marketing & Communications (SMC) unit is responsible for the management of UOW’s brand and reputation, and all aspects of the University’s marketing, communications and media-relations activities. By fostering proactive relationships across the University, the unit develops and implements effective marketing and communication strategies. The unit guides and coordinates communication efforts that connect UOW audiences with relevant messages and approaches that align to UOW’s strategy.

Major Accountabilities/Responsibilities:

	Responsibilities	Outcome	Percentage of Time
1	Lead the Creative, Digital and Marketing Communications staff within the Unit to provide the University with best practice marketing communications services and ensure robust project management processes and practices to achieve this are in place.	Team delivers, facilitates and contributes to the implementation marketing and communication activities that support the University’s brand, positioning and operational objectives.	15%
2	Manage the development and implementation of university wide marketing and communications activities, including projects across multiple channels, working within agreed timelines and budget.	Successful implementation of marketing and communication activities that are on brief and on budget.	15%
3	Support and collaborate with a range of internal stakeholders to understand their marketing objectives and target audiences; then develop marketing strategies, project plans and creative briefs for	Stakeholders are supported in the planning of their marketing and communications.	15%

	activities that meet these.		
4	Advise on appropriate course of action and communications platform - including market research, brochures, advertising, web pages, social media, PR & video.	Stakeholders are supported in the execution of marketing and communications.	10%
5	Maintain ongoing contact with internal stakeholders to ensure to ensure projects are on brand and on track to deliver intended objectives.	Strategies are delivered to brief, agreed timeline and meet intended objectives.	10%
6	Ensure strategic management and consistent application of the UOW brand across all UOW communications.	Brand Management resources are developed to ensure stakeholders are aware of the brand rules and have access. All communications bring UOW's brand to life.	10%
7	Manage project debriefs and recommendation reports at project completion.	Project outcomes are reported and recommendation for future planning of activities is captured.	5%
8	Prepare monthly reports for Senior Manager, Strategic Marketing and Communications outlining project deliverables and forecasting upcoming work.	Interactions are recorded and Senior Manager is equipped to plan future resource requirements.	5%
9	Manage external specialists as required, including artists, designers, photographers, videographers and printers.	Services are of a high standard and provided within agreed timeframe and budget.	5%
10	Stay abreast of latest trends in marketing and communications and share with the team and internal stakeholders.	Information feeds into future planning.	5%
11	Develop appropriate project budgets and effectively manage resources within that budget.	Effective financial and resource management	5%
12	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
13	Observe principles and practices of Equal Employment Opportunity	To ensure fair treatment in the workplace	Ongoing
14	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

Reporting Relationships:

Position Reports to:	Senior Manager, Marketing and Communications
The position supervises the following positions:	Marketing Communications Coordinators x 4.2 FTE Digital Marketing Coordinator Design and Creative Services Coordinator
Other Key Contacts:	Director Planning, Marketing and Communications Associate Director Planning, Marketing and Communications Senior Deputy Vice Chancellor UOW Senior Executive Executive Deans Faculty Executive Managers UOW Directors and Senior Managers UOWD Marketing Manager Marketing and Communications staff in faculties and divisions ECM ITS

Key Relationships:

Contact/Organisation:

UOW Senior Executive and Executive Deans
UOW divisions/accounts
External suppliers
Research and planning
ECM/ITS
UOW Printery

Purpose & Frequency of contact

Provide strategic marketing communication advice
Division marketing initiatives as required
Project work as necessary
Coordinating market research
Collaborate in managing UOW's online presence
Accurate brand implementation & over flow of design work

Key Challenges:

1. Coordinating multiple stakeholders and influencing the alignment of marketing activities, priorities and budgets.
2. Devising creative marketing solutions in a highly competitive marketplace.
3. Interpreting and evolving UOW brand and tone of voice across marketing communications.
4. Focussing marketing resources and budget effectively for maximum impact.

SELECTION CRITERIA - Knowledge & Skills:

Essential:

- Excellent written and oral communication skills and attention to detail.
- 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 and equivalent relevant experience and professional development.
- Experience and record of achievement in communications, media or public relations.
- Demonstrated experience preparing and executing marketing and communication strategies and plans.
- Demonstrated leadership and team management experience
- Experience translating strategic objectives into concrete activities, tracking progress against organisational goals.
- Experience in managing communications projects from conception through to delivery.
- Demonstrated experience working with designers, photographers/videographers, developers and printers through the production processes.

Desirable:

- Postgraduate qualification or progress toward qualification in Marketing, Communications or Management.

Personal Attributes:

Essential:

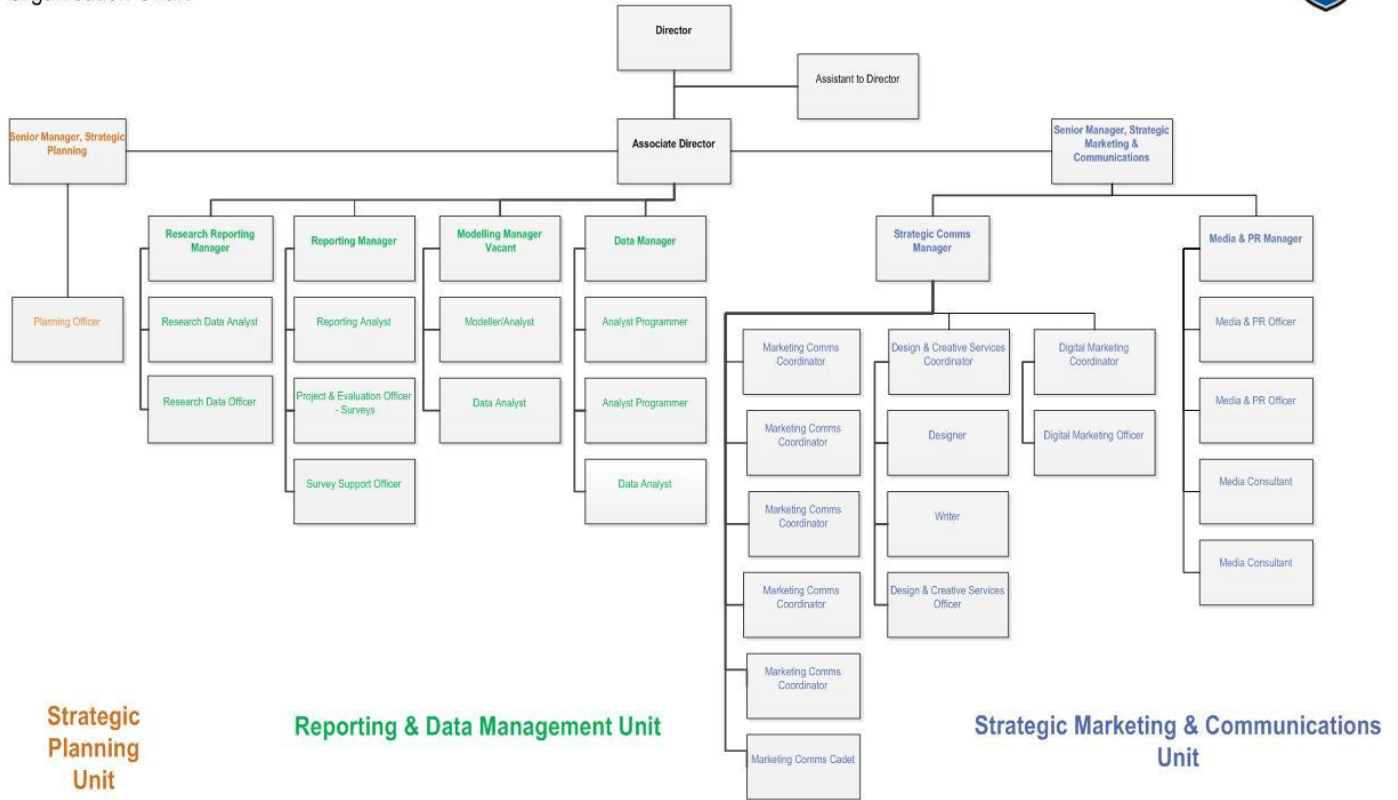
- Ability to adapt to address emerging priorities and work effectively under pressure.
- Ability to confidently negotiating with tact and diplomacy on difficult issues.
- Ability to influencing others to identify opportunities and execute solutions
- Ability to effectively lead and motivate others.
- Initiative, enthusiasm and a positive attitude.

Special Job Requirements:

Able to travel and work extended hours when necessary.

Organisational Chart:

Planning, Marketing & Communications Division
Organisation Chart



With titles – last amended 21/10/2013

Approval:

Approved by Head of Unit: _____

Date: _____

Approved by Human Resources: _____

Date: _____