

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

Position Title: Marketing and Professional Recruitment Coordinator

Level: 6/7

Faculty: Faculty of Social Science

Department: Marketing and Recruitment Unit

**Primary purpose of the position:**

The position will drive the development and implementation of a comprehensive and integrated marketing program for the Faculty of Social Sciences at regional, national and international levels. The role will include reviewing and revitalising our marketing planning and recruitment strategies across existing programs to ensure alignment based on research and evidence. A primary focus will be co-ordinating a student recruitment strategy to deliver on the Faculty's student targets across all discipline areas including achieving intake targets in major new and expanded programs in Social Sciences and Social Work, expansion of the Early Years and new double degree and satellite campus offerings.

The incumbent will also play a lead role in promoting the Faculty's profile and identity through continuous improvement of the content and design of the Faculty website, the creation of promotional materials and coordination of events.



Working closely with colleagues across the Faculty including the Office of the AD (Education), Heads of School and the University's central marketing, student recruitment and planning functions will be essential.

**Position Environment:**

The Faculty of Social Sciences was created following the Faculty restructure in 2012. As a result of the 2013 Schools Review the Faculty of Social Sciences includes the School of Education, the School of Psychology, the School of Health and Society and the Department of Geography and Sustainable Communities. Our disciplines include education, psychology, clinical psychology, social work, public health, occupational health and safety, social policy, geography, and land and heritage management. In 2015 the Faculty will introduce new degree programs in Social Work and flagship degrees in Social Sciences that will draw its majors from the specialisations available within the Faculty. In addition, the Faculty will be expanding its Early Years program.

**Major Accountabilities/Responsibilities:**

|    | Responsibilities   | Outcome   | Percentage of Time | Office Use Only |
|----|--|---|--------------------|-----------------|
| 1. | Develop and coordinate the implementation of the Faculty Strategic Marketing Plan in consultation with the Faculty Executive. Specific tasks include: <ul style="list-style-type: none"> <li>Preparing and implementing a faculty marketing and recruitment plan to deliver a holistic offering for all faculty programs aligning marketing, recruitment and program planning strategies to adhere to specific requirements;</li> <li>Providing advice as a result of market and competitor and</li> </ul> | To develop a proactive faculty driven marketing and recruitment strategy for all Faculty offerings<br><br>To ensure Marketing and Recruitment | 60%                |                 |

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|    | <p>other analysis to inform the Faculty's positioning in the market;</p> <ul style="list-style-type: none"> <li>Identifying and evaluating recruitment and marketing opportunities for their strategic importance and benefit;</li> <li>Monitoring of marketing and recruitment strategies to measure return on investment (ROI);</li> <li>Providing direction to Faculty members inline with the University's recruitment, marketing and publications policies and strategies;</li> </ul> | <p>activities undertaken efficiently with an attention to detail and an emphasis on high quality service delivery.</p> <p>Provision of services that are aligned to the outcomes of the faculty strategic plan.</p> |         |   |
| 2. | <p>Coordinate the faculty strategic marketing efforts relating to profile, identity management and brand, including the management of internal and external stakeholder relationships.</p> <p>Collaborating with the UOW Planning and Strategic Marketing Unit, Associate Deans, Heads of Schools and Research leaders will be an essential element of this role.</p>  | <p>To ensure the Faculty profile is raised and all program offerings have a clear brand in the market place.</p> <p>To ensure all faculty driven marketing is aligned to the institutional strategic objectives</p> |         |   |
| 3. | <p>Manage the Faculty's participation in UOW and Faculty Events including:</p> <ul style="list-style-type: none"> <li>Discovery Days, Open Days, Career Markets, Schoolink visits, Careers Adviser Days, and</li> <li>Faculty Awards events, launch of new programs, Orientation, etc.</li> </ul>  | <p>To ensure these events showcase the Faculty and are sophisticated marketing tools that deliver real results.</p>   |         |   |
| 4. | <p>Manage the Faculty Website and intranet including the coordination of the development of Faculty digital content including the development of social media strategy, media activities and all front facing sites.</p>   | <p>To ensure our digital offerings are of a high quality and retain relevance in the market.</p>  |         |  |
| 5. | <p>Write content for use in promotional materials that are aimed at and differentiated for target audiences including:</p> <ul style="list-style-type: none"> <li>School leaver students</li> <li>Mature age students</li> <li>Professionals seeking further formal learning</li> <li>Parents</li> <li>Researchers, and the</li> <li>Academic community.</li> </ul>  | <p>To ensure the materials carrying the brand of UOW Faculty of Social Sciences are best practice and deliver on strategic objectives.</p>  |         |   |
| 6. | <p>Provide leadership and direction to team members, including:</p> <ul style="list-style-type: none"> <li>communication of expectations and performance planning;</li> <li>career development;</li> <li>facilitating teamwork and communication within the Marketing and Recruitment Unit, the Faculty and the University; and</li> <li>Communicate and consult with staff on workplace and staffing matters</li> </ul>   | <p>To effectively manage the operations of Marketing and Recruitment Unit.</p> <p>To ensure the team functions cohesively, KPI's met, goals communicated and work is completed in a</p>                             | Ongoing |  |

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|    |  | timely manner.  |         |  |
| 7. | Observe principles and practices of Equal Employment Opportunity   | To ensure fair treatment in the workplace               | Ongoing |  |
| 8. | Have OH&S responsibilities, accountabilities and authorities as outlined in the <a href="http://staff.uow.edu.au/ohs/commitment/responsibilities/">http://staff.uow.edu.au/ohs/commitment/responsibilities/</a> 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:

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|--|--|
| Position Reports to:                             | Faculty Executive Manager  |
| The position supervises the following positions: | Marketing and Recruitment Officer<br>Marketing and Recruitment Assistant   |
| Other key contacts:                              | Associate Dean Education<br>Heads of School<br>Associate Dean Research<br>Associate Dean International<br>Executive Dean<br>School Managers and Coordinators<br>Student Services Coordinator<br>Student Services Officers<br>PEX Coordinator<br>Research Coordinator<br>International and Business Development Coordinator |

### Key Relationships:

#### Contact/Organisation:

Faculty Executive Manager  
Executive Dean and Heads of School  
Associate Dean Education  
Coordinators of all faculty programs  
Student Services Coordinator, Student Services

#### Purpose & Frequency of contact

Regularly, to prioritise  
As needed to provide advice  
As needed to provide advice and support  
Regularly to ensure coordination  
Regularly to ensure materials and activities meet the

|  |   |
|--|---|
| Officer  | needs of the current and future student cohorts                           |
| School Managers and Coordinators, Faculty Entity staff. Research Coordinator, International and Business Development Coordinator, PEx Coordinator and Student Services Coordinator | Regularly to coordinate marketing and recruitment function                |
| Academic Registrar's Division  | Regularly for information and data  |
| UniAdvice  | As required to gather information on marketing and recruitment strategies |
| Manager of Student Enquiry Centres   | As required   |
| Faculty of Social Sciences Administrative Staff  | Regularly, to ensure cooperation and articulation                         |
| Recruitment agents and other bodies associated with student recruitment activities in Australia and internationally  | Regularly to promote UOW Faculty of Social Science                        |

### Key Challenges:

1. Marketing of:
  - (i) New programs – hitting targets
  - (ii) Establishing identity and profile
  - (iii) Coordinating with UOW planning/marketing/student recruitment
2. Developing robust marketing strategies in an ever changing higher education environment.
3. Working proactively with the Associate Deans, Heads of Schools and the student body to continually refine services and offerings to students

### SELECTION CRITERIA - Knowledge & Skills:

#### Essential:

- Sound understanding of marketing principles.
- Skills in developing and documenting marketing plans.
- Excellent writing skills and ability to adapt materials to target audience, distil key messages, identity management (branding) and content for inclusion in promotional materials and websites.
- Demonstrated high level of organisational and customer service skills.
- Problem solving skills.
- Demonstrated high level communication, interpersonal, negotiation and diplomacy skills.
- Ability to exercise initiative, be innovative and adapt to changing systems and policies.
- Analytical skills to undertake, compile and interpret marketing information and data to inform decision making.

### SELECTION CRITERIA - Education & Experience:

#### Essential:

- Undergraduate degree in relevant discipline or combination of relevant experience/education/training deemed to be equivalent
- Demonstrated experience in the development, implementation and monitoring of strategically oriented marketing plans, policies and processes
- Demonstrated experience in coordinating staff to meet strict deadlines in a busy environment with competing demands

Desirable:

- Development and implementation of targeted student recruitment and conversion strategies within the higher education sector

### Personal Attributes:

- Commitment to customer service
- High level of attention to detail
- Self starter with strong motivation to achieve
- Adaptable to changing priorities
- Provides positive leadership
- Work to high standards of presentation, handle sensitive and confidential information
- Capacity to manage across cultures

### Special Job Requirements:

- Requirement to attend higher education student recruitment fairs, careers days, faculty information sessions and other faculty events as appropriate.
- Ability to work flexible hours when required

### Organisational Chart:

Please attach an up to date organisational chart to this position description.

### Approval:

Approved by Head of Unit: \_\_\_\_\_

Date: \_\_\_\_\_

Approved by HR: \_\_\_\_\_

Date: \_\_\_\_\_