

POSITION DESCRIPTION – General Staff
For levels 1 to 5

Position Title: Marketing Officer Level: 5
Faculty: Faculty of Social Sciences Department: Marketing & Recruitment Unit

Primary purpose of the position:

To provide support to the Marketing and Recruitment Unit to achieve its mandate of coordinating proactive and faculty driven marketing at regional, national and international levels. This role will ensure that the internal / external marketing, communications, events and recruitment activities implemented to a high quality to deliver on the Faculty and institutional strategic objectives. The role will have a particular emphasis on the management and coordination of faculty and school events.

Position Environment: (Optional)

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 Responsibilities:

Tasks	Percentage of time	Office Use Only
1. Provide support planning activities of the Faculty of Social Sciences as they relate to marketing and recruitment by assisting with the implementation of a faculty marketing and recruitment plan that has been designed in consultation with key UOW and Faculty stakeholders to ensure it will deliver on institutional and faculty strategic priorities.	30%	<input type="checkbox"/>
2. Coordinate the Faculty specific marketing, profile building and recruitment events including the: <ul style="list-style-type: none"> • Management of multiple events • Event planning, logistics, coordination, implementation, evaluation, analysis and reporting • Conducting event risk assessment, security and safety • Supporting and coordinating event related committees, working parties or teams • Monitor compliance with legislation and UOW policies 	30%	<input type="checkbox"/>

	<ul style="list-style-type: none"> • Prepare faculty policies and procedures for the smooth operation of faculty events. • Manage and track budgets and manage supplier relationships and procurement processes • Stakeholder liaison • Coordinate merchandising and gifts for events • Develop event publications and other related marketing materials • Event decision making and problem solving as required • Supervise volunteers, casuals and other staff involved in the event 		
3.	Coordinate Faculty recruitment activities in consultation with the Marketing and Recruitment Coordinator	15%	
4.	Provide support for digital and other communications as required	15%	
5.	Implement projects that support and enhance the student experience within the Faculty in consultation with the Teaching and Learning Manager, the Student Service Centre and related school based staff.	10%	
6.	Undertake any other duties as directed commensurate with skills and abilities.	Ongoing	
7.	Observe principles and practices of Equal Employment Opportunity.	Ongoing	
8.	Have WHS responsibilities, accountabilities and authorities as outlined in the http://staff.uow.edu.au/ohs/commitment/responsibilities/ document	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: Marketing and Recruitment Coordinator

The position supervises the following positions: Event casuals and other related staff

SELECTION CRITERIA - Knowledge & Skills:

- Demonstrated & well developed understanding of marketing and communications disciplines;
- Demonstrated & well developed written and oral communication skill, including high level computer skills, particularly in the production of high quality marketing collateral (print and web based);
- Ability to work as part of a small dynamic team in order to achieve unit goals and foster a collegial and harmonious work environment;
- Demonstrated capacity to exercise independence and initiative in planning;
- Demonstrated skills and experience in providing a high level of customer service;
- Demonstrated interpersonal skills with an ability to build effective working relationships with internal and external stakeholders.
- Demonstrated capacity to project manage marketing related activities.

SELECTION CRITERIA - Education and Experience:

- A combination of relevant education, training and experience deemed appropriate;
- Demonstrated high level organisational experience including an attention to detail, a capacity to meet strict deadlines and manage conflicting priorities.

Personal Attributes:

- Ability to provide high standards of work
- Motivated self-starter
- Commitment to meet strict & sometime competing deadlines
- Commitment to ensuring every task is completed
- Creative approach to issue management
- Ability to work in a team environment

Special Job Requirements:

- Requirement to attend higher education student recruitment fairs, career days, faculty information sessions and other faculty events as appropriate.
- Ability to work flexible hours when required.
- This position will require someone who is flexible and willing to undertake a range of functions across the general administration of the Faculty of Social Science.