

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

Position Title: Marketing Communications Coordinator

Level: 6/7

Division: Planning, Marketing & Communications Division

Department: Strategic Marketing & Communications

Primary purpose of the position:

The Marketing Communications Coordinator positions are responsible for collaborating with and supporting a range of internal stakeholders, including Executive staff, Faculties, Divisions and Research Groups, to plan, coordinate, execute and evaluate marketing and communications activities that meet their strategic goals and align to the University's brand and positioning. This position is a critical link between central services and each Faculty.

The position will liaise with and advise UOW marketing and communications staff on best practice marketing, media, PR and communication tactics whilst also assisting them to develop strategies for range of media including brochures, advertising, web pages, social media, video – all of which bring life to the UOW brand.

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.	Support and collaborate with a range of internal stakeholders to understand their marketing objectives, goals and target audiences; then develop marketing strategies, project plans and creative briefs for activities that meet these.	Stakeholders are supported in the planning of their marketing and communications.	20%
2.	Advise on appropriate course of action, media and communications platform - including market research, brochures, advertising, web pages, social media, PR and video.	Stakeholders are supported in the execution of marketing and communications.	20%
3.	Contribute to, oversee and/or manage a range of simultaneous marketing projects whilst, working within agreed timelines and budget.	Projects track as planned and meet objectives.	10%
4.	Maintain ongoing contact with internal stakeholders to ensure	Strategies are delivered to brief,	10%

	projects are on brand and on track to deliver intended objectives.	agreed timeline and meet intended objectives.	
5.	Communicate with peers, report activity and reflect on practice to ensure a consistent application of the UOW brand across all faculties.	All Marketing Communications coordinators work cohesively and UOW brand is applied consistently * Faculties received high quality service	10%
6.	Manage and/or contribute to the development and implementation of university wide marketing and communications activities as required, including projects across multiple channels.	Team delivers marketing and communication activities that support the University's brand, positioning and operational objectives.	10%
7.	Coordinate project debriefs and recommendation reports at project completion.	Project outcomes are reported and recommendation for future planning of activities is captured.	5%
8.	Prepare weekly stakeholder engagement reports for Strategic Communication Manager outlining project deliverables and forecasting upcoming work.	Interactions are recorded and SC Manager is equipped to plan future resource requirements.	5%
9.	Liaise with and manage external specialists as required, including artists, designers, photographers, videographers, printers and other suppliers.	Services are of a high standard and provided within agreed timeframe and budget.	5%
10.	Stay abreast of latest trends in marketing and communications.	Information feeds into future planning.	5%
11.	Observe principles and practices of Equal Employment Opportunity	To ensure fair treatment in the workplace	Ongoing
12.	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:	Strategic Communications Manager
The position supervises the following positions:	None

Other Key Contacts:	Senior Manager Strategic Marketing & Communications Director Planning, Marketing and Communications Executive Director Planning, Marketing and Communications Staff within the PMCD Faculty Executive Staff Research and Divisional Directors and Senior Managers Marketing and Communications staff in faculties and divisions University Printery Staff ECM ITS
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Key Relationships:

Contact/Organisation:	Purpose
Internal stakeholders including the Executive, Faculties, Schools, Divisions and Research Groups	Plan, coordinate, execute and evaluate marketing and communications activities
SMC	Communicate briefs, roles and objectives within the marketing communications team, ensuring successful project completion to meet stakeholder needs.
External Photographers & Videographers ITS and ECM	Production of content Support for production of online projects Brand management support, Print production management,
UOW Printery	creative production and graphic design overflow

Key Challenges:

1. Managing multiple projects and deadlines at once.
2. Devising creative marketing solutions in a highly complex stakeholder framework and competitive marketplace.
3. Focussing marketing resources and budget effectively for maximum impact.
4. To achieve the Unit's strategic work 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.
- Extensive professional experience.
- Demonstrated experience in managing communications projects from conception through to delivery.
- Demonstrated experience working with photographers/videographers to capture marketing communications images.
- Demonstrated experience working with designers, developers and printers through the production processes.

Desirable:

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

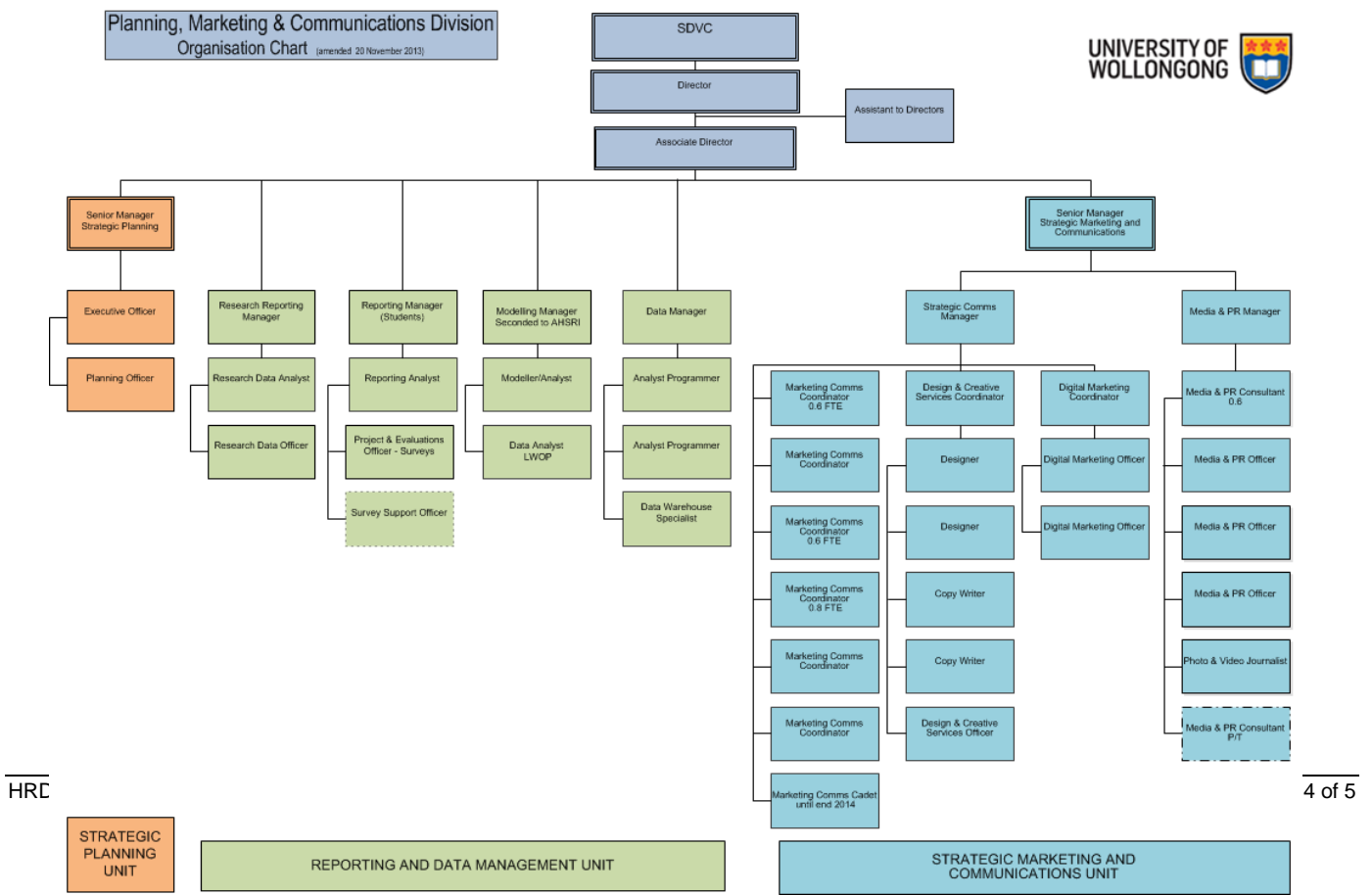
Personal Attributes:

- 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.

Organisational Chart:



Approval:

Approved by Head of Unit: _____

Date: _____

Approved by Human Resources: _____

Date: _____