

POSITION DESCRIPTION – General Staff

For levels 6/7 and above

Position Title: Recruitment and Marketing Coordinator Level: 6/7
 Faculty/Division: Faculty of Law, Humanities and the Arts Department/Location: Faculty Office

Primary purpose of the position:

The Faculty of Law, Humanities and the Arts aims to become one of the University of Wollongong's biggest contributors to UOW's attainment of ranking in the top 1% of universities worldwide. Therefore, the Faculty has a strong commitment to providing high quality services for both staff and students.








The position of Recruitment and Marketing Coordinator will have a key role in assisting the Faculty to achieve this aim. The role's primary objectives are to: undertake recruitment and marketing activities that differentiate the Faculty of Law, Humanities and the Arts from other providers of high quality research and teaching; to implement marketing strategy, evaluate and report on marketing activities; to foster and maintain positive relationships with the key stakeholders internally and externally; to both organise and assist in the organisation of current and future student events and other Faculty events; to promote the Faculty, its core business and operations through a mix of communications, including social media and the web.

Position Environment:

The Faculty of Law, Humanities and the Arts is a newly formed Faculty at UOW. It is one of five Faculties at UOW with a strong reputation across disciplines in research and teaching and learning. Our reputation is reflected in the demand for the Faculty's courses in Australia (Wollongong; Sydney; South Coast and Southern Highland campuses and education centres) and off-shore (Dubai and South-East Asian institutions) The Faculty has significant local, national and international research linkages that contribute strongly to a robust research profile.

Major Accountabilities/Responsibilities:

Responsibilities		Outcome	Percentage of Time	Office Use Only
1.	Marketing: <ul style="list-style-type: none"> Provide advice as a result of competitor and other analysis to inform the Faculty's positioning in the market to develop and undertake strategic marketing plan. Write strategies and briefs for specific marketing activities including market research as required. Make recommendations to the Faculty Executive in relation to new and existing recruitment, marketing and events/activities. In alignment with a positioning and marketing strategy, co-ordinate and manage Faculty marketing recruitment events to increase course awareness, student enrolment numbers and enhance the reputation of the Faculty. 	To meet KPI for the Faculty and enhance the Faculty's reputation. To analyse and report on effectiveness of marketing activities.	20%	
2.	Recruitment: <ul style="list-style-type: none"> Undergraduate: Develop strong working relationships with Centre Managers for UOW satellite campuses, Schools, TAFE and other feeder institutions in the University's core drawing areas (in consultation with 	Successfully engage with key stakeholders and effectively execute the Faculty's events plan.	35%	

	<p>UniAdvice). Coordinate and participate in recruitment activities for the Faculty both onshore and offshore such as Discovery Days, career markets, Orientation, guest speakers for Faculty functions, school link visits, HSC Study Days and teachers professional development day.</p> <ul style="list-style-type: none"> • Postgraduate/Higher Degree Research: Develop a strong working relationship with UniAdvice and the Research Student Office to assist in the facilitation of a strategy to increase quality postgraduate/HDR student enrolments. • Represent the Faculty at recruitment events. • Evaluate and make recommendations for all recruitment activity to ensure continuous improvement. 	To meet the Faculty's enrolment targets.		
3.	<p>Events:</p> <ul style="list-style-type: none"> • Organise events relating to current and future student activities. • Evaluate and report on events. • Participate as a member of the Faculty at relevant events. 	To evaluate and continuously improve on management of events.	10%	
4.	<p>Communications:</p> <ul style="list-style-type: none"> • Communicate the Faculty's distinctive identity and meet the Faculty's recruitment and marketing requirements. • Ensure information on the Faculty's website is current, accurate and adheres to the UOW's Web Management Policy and Guidelines. • Develop and implement the Faculty's social media strategy 	To meet appropriate deadlines and enhance the reputation of the Faculty.	30%	
5.	<p>Media Relations:</p> <p>In conjunction with the University's Media Unit assist in the development and implementation of a media relations strategy to communicate the Faculty's distinctive identity and enhance the Faculty's reputation.</p>	To meet appropriate deadlines and enhance the reputation of the Faculty.	5%	
6.	Jointly develop and implement marketing strategies involving the Faculty and the Office of Advancement in the following areas: Alumni, Scholarships, Prizes and Community Engagement and act as a liaison between all relevant key stakeholders.	To carry out initiatives and assess the outcomes for the stakeholders involved.	Ongoing	
7.	Undertake any other projects or responsibilities as directed by the Dean or Executive Manager and consistent with skills and abilities	Undertake projects and evaluate.	Ongoing	
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 WH&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:	Faculty Executive Manager
The position supervises the following positions:	Digital Marketing Officer
Other Key Contacts:	Executive Dean Sub Deans Heads of School Discipline Leaders Faculty Units and Divisions University Units and Divisions Research Centres

Key Relationships:

Contact/Organisation:

Executive Dean
Faculty Executive Manager
Recruitment and Marketing Co-ordinators
Sub Deans
Heads of Schools, Discipline Leaders, School Managers
Education and International Unit
Administrative Staff
UniAdvice Recruitment and Communications Coordinators
Strategic Marketing and Communications Unit
Office of Engagement
UOW Media Unit

Purpose & Frequency of contact

Regularly, to consult, advise and take direction
Regularly, to consult, advise and take direction
Day to day, leadership, strategise and undertake actions
As required, to consult, advise and take direction
As required, to gather information
As required, to prioritise, take direction and advise
Regularly, schedule projects, advise
As required, to gather information
As required, to consult, advise and gather information
As required, to gather information
As required, to inform

Key Challenges:

1. Developing robust onshore and offshore marketing strategies in an ever changing higher education environment.
2. Aligning marketing strategies and communication in conjunction with UOW Marketing Strategy.
3. Balancing overall institutional needs, with the needs of the Faculty, Schools and Research Centres.
4. To achieve the unit's strategic work objectives through direct communication and consultation with staff and colleagues.

SELECTION CRITERIA – Knowledge, Experience & Skills:

Essential:

- Demonstrated excellent interpersonal, written communication and presentation skills and the ability to interact effectively and form working relationships with a broad range of individuals and across cultures.
- Demonstrated analytical and problem solving skills.
- Demonstrated ability to provide direction to Faculty members, in line with the University's policies and strategies.
- Demonstrated event management skills.
- Demonstrated ability to identify and evaluate recruitment and marketing opportunities for their strategic importance and benefit.
- Understanding of quality management and the application of continuous improvement for marketing and recruitment activities. Demonstrated extensive experience in development, implementation and evaluation of marketing and sales strategies.
- Experience in the management of print, web and social media communication and related technologies.
- Demonstrated ability to interact effectively and form positive working relationships with a broad range of individuals in a team environment.
- Direct line management experience.
- Sound understanding of the principles of EEO.

Desirable:

- Understanding of a University environment, systems, procedures and framework.
- Currently (or willing to) undertake additional study or relevant professional development for career enhancement.

SELECTION CRITERIA - Education & Experience:

Essential:

- Undergraduate degree in relevant discipline and/or equivalent relevant professional experience and education/training

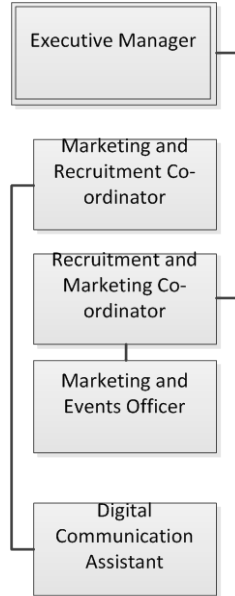
Personal Attributes:

- High degree of motivation, innovation, responsibility, initiative.
- Team and customer service focused.
- Demonstrated ability to exercise independent judgment.
- Attention to detail.

Special Job Requirements:

- Ability to work flexible hours, including evenings and some weekends
- Ability to travel both within Australia and overseas.

Organisational Chart:



Approval:

Approved by Executive Dean: _____

Date: _____

Approved by Executive Manager: _____

Date: _____

Approved by Human Resources: _____

Date: _____