

POSITION DESCRIPTION – Professional Services Staff For levels 6/7 and above

Position Title: Marketing and Recruitment Coordinator Level: 6/7
Faculty: Faculty of Business Department: Faculty Office

Primary purpose of the position:

The role's primary objectives are to: undertake recruitment and marketing activities that differentiate the Sydney Business School from other providers of high quality research and teaching; to evaluate and report on marketing activities; to foster and maintain positive relationships with the key stakeholders internally and externally; to plan and implement recruitment events; to promote the Faculty, its core business and operations through a mix of communications, including social media

Position Environment:

The Faculty of Business of business provides flexible and innovative educational and research opportunities, as well as strong ties to the business community. The Faculty vision is to be a globally recognized business faculty that brings together individuals and organisations in order to share cultures and ideas with the primary objective of contributing to more ethical and sustainable global organisations. This position contributes to the Faculty objectives.

Major Accountabilities/Responsibilities:

Task	Outcome	Percentage of Time	Office Use Only
<p>Marketing and Communications:</p> <ul style="list-style-type: none"> • Development and execution of a postgraduate marketing strategy in line with the Faculty plans. • Provide input into the planning and execution of the Faculty's ongoing strategic research activities. • Write strategies and briefs for specific marketing activities including market research as required. • Work closely with the Strategic Marketing and Communications Unit and UniAdvice to recommend new and existing marketing and communication activities for the postgraduate market. • Communicate to prospective students Sydney Business School's distinctive brand identity in line with the marketing and recruitment strategy. • Assist in the development and implementation of a media relations strategy to communicate the Sydney Business School brand and to enhance the reputation. • Oversee the development of a Digital Marketing Strategy for the Faculty and Faculty web-based communications, including social media. • Development of all Sydney Business School's marketing and promotional materials. 	<p>Develop and implement a marketing and communications strategy aimed at increasing quality students to Sydney Business School.</p>	<p>45%</p>	

<p>Recruitment:</p> <ul style="list-style-type: none"> • Postgraduate <ul style="list-style-type: none"> ○ Develop and implement strategic recruitment campaigns for Sydney Business School to increase quality student enrolments. ○ Represent Sydney Business School at all postgraduate recruitment events. ○ Provide guidance and customer service to prospective students on studying with Sydney Business School. ○ Evaluate and make recommendations for all recruitment activity to ensure continuous improvement. ○ Develop a strong working relationship with the Postgraduate Recruitment Coordinator and Ast Mg International Marketing & Admissions in UniAdvice to assist in the facilitation of a strategy to increase domestic and international postgraduate student enrolments. <ul style="list-style-type: none"> • Undergraduate <ul style="list-style-type: none"> ○ Provide support to the Marketing and Recruitment Coordinator in developing and executing the undergraduate recruitment strategy. 	<p>Successfully engage with key stakeholders and effectively recruit quality students to Sydney Business School.</p>	<p>40%</p>	
<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 Events Team with relevant events 	<p>To evaluate and continuously improve on management of events.</p>	<p>5%</p>	
<p>Jointly develop and implement marketing strategies involving the Faculty of Commerce and the Office of Communication and Partnerships in the following areas: Alumni, Scholarships, Prizes and Community Engagement, Events and act as a liaison between all relevant key stakeholders.</p>		<p>5%</p>	
<p>Supervise and provide direction to direct reports.</p>		<p>5%</p>	
<p>Observe principles and practices of Equal Employment Opportunity</p>	<p>To ensure fair treatment in the workplace.</p>	<p>Ongoing</p>	
<p>Have WH&S responsibilities, accountabilities and authorities as outlined in the http://staff.uow.edu.au/ohs/commitment/responsibilities/ document</p>	<p>To ensure a safe working environment for self & others.</p>	<p>Ongoing</p>	

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:	Editor and Design Officer, Special Projects Officer, Recruitment Officer and Digital Marketing Officer
Other Key Contacts:	

Key Challenges:

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

SELECTION CRITERIA - Knowledge & 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
- Sound understanding of the principles of EEO.

Desirable:

- Understanding of a University environment, systems, procedures and framework.

SELECTION CRITERIA - Education & Experience:

Essential:

- Undergraduate degree in relevant discipline and/or equivalent relevant professional experience and education/training
- Demonstrated extensive experience in development, implementation and evaluation of marketing and sales strategies
- Experience in the management of print and web communication and related technologies
- Demonstrated ability to interact effectively and form positive working relationship[s] with a broad range of individuals in a team environment

Desirable:

- Currently (or willingness to) undertake additional study relevant professional development for career enhancement.

Personal Attributes:

- High degree of motivation, innovation, responsibility, initiative
- Team and customer service focused
- Demonstrated ability to exercise independent judgment
- Ability to balance multiple priorities and work to deadlines
- Attention to detail.

Special Job Requirements:

- Ability to work flexible hours, including occasional evening, weekends
- Ability to travel both within Australia and possibility of overseas travel.

Organisational Chart:

Organisational chart coming soon

Approval:

Approved by Head of Unit: _____

Date: _____

Approved by Human Resources: _____

Date: _____