

**STUDENT MARKETING OFFICER  
POSITION DESCRIPTION**

<b>Position Title:</b>	Student Marketing Officer	<b>Position Number:</b>	<b>Faculty/Division:</b> Faculty of the Professions
<b>Classification:</b>	HEO5	<b>No. Direct Reports</b> Nil <b>&amp; Highest Classified Position:</b> N/A	<b>School/Branch:</b> Marketing Office
<b>FTE:</b> 1.0	<b>Reports to:</b> Marketing Manager	<b>Fixed</b> <input type="checkbox"/> <b>Continuing</b> <input checked="" type="checkbox"/>	<b>Discipline/Unit:</b>
<b>Position Summary:</b>	<p>The University of Adelaide is a leading research intensive and teaching University comprising five faculties including the Faculty of the Professions. The Marketing Office provides contemporary marketing advice and support to the Schools within the Faculty.</p> <p>Reporting to the Marketing Manager, the Student Marketing Officer is tasked with creating and disseminating communications aimed at all current and existing students across the Faculty from the moment of their enrolment through to their graduation.</p> <p>With a highly diverse student body the marketing messages and vehicles selected will need to be varied, targeted and timely in order to gain traction.</p> <p>The Student Marketing Officer will foster and maintain strong relationships with the various student-facing areas of the Faculty and the University at large in order to source the information needed to disseminate to the student cohort.</p> <p>The Student Marketing Officer is integral in the up-selling of new products and also in communicating to those students who have been identified as at risk in their studies.</p>		
<b>Position Characteristics:</b>	<b>Scope</b>	Working under general direction the Student Marketing Officer will take responsibility of all functional communications aimed at the current student body within the Faculty of the Professions. Whilst this role reports to the Marketing Manger the role's outputs are aligned to both the Faculty Marketing Team and the Student Hub.	
	<b>Significant internal/external relationships</b>	<ul style="list-style-type: none"> <li>• Marketing and Communications Branch</li> <li>• Hub Manager</li> <li>• UG and PG Programme Advisors</li> <li>• Online Systems Team</li> <li>• Current UG and PG Students</li> <li>• Central Hub</li> </ul>	
	<b>Special conditions</b>	<ul style="list-style-type: none"> <li>• Reasonable workplace adjustments will be made for people with a disability.</li> <li>• Occasional out of hours work will be required</li> </ul>	
	<b>Delegations</b>	Nil	

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<b>Key Responsibilities and Outcomes</b>	1	Communication to Students	<ul style="list-style-type: none"> <li>▪ Update various marketing and communication channels with news that is relevant to the current student body</li> <li>▪ Disseminate relevant and accurate content to the student body by liaising with Programme Advisors, School staff and the Student Experience team</li> <li>▪ Ensure that all communication is within the Visual Identity guidelines laid down by Marketing and Communications</li> <li>▪ Report on effectiveness of communications, channels, and campaigns; and make recommendations to improve general communication strategies</li> </ul>
	2	Student Events	<ul style="list-style-type: none"> <li>▪ Following direction from the Hub and Faculty Marketing, co-ordinate events that are aimed at current students</li> <li>▪ Ensure that all activities are adequately evaluated and that return on investment can be demonstrated to the appropriate budget holder</li> <li>▪ Identify current students that can be used at events aimed at prospective students – Open Day for example</li> </ul>
	3	Student Retention	<ul style="list-style-type: none"> <li>▪ Using pre-determined student data, identify and activate strategies to communicate with 'at risk' students with the aim of keeping them engaged with the University</li> <li>▪ Work with the Faculty Marketing team to embed key up-sell messages to current UG students</li> <li>▪ Identify new ways in which to engage with the students in order to meet these objectives</li> </ul>
	4	Student Publications	<ul style="list-style-type: none"> <li>▪ Work with the Hub and Student Experience teams to produce any collateral that is aimed at current students</li> <li>▪ Ensure that all publications are compliant with Visual Identity guidelines as laid down by Marketing and Communications</li> <li>▪ Provide reports on the usage of collateral and provide feedback on improvements and different channels that could be used in future</li> </ul>
	5	Online Content	<ul style="list-style-type: none"> <li>▪ Produce web, blog and email content targeted to current student audience segments</li> <li>▪ Utilise the University CRM system (Oracle Service Cloud) to manage administrative and promotional campaigns/e-mailings</li> <li>▪ Ensure that all content is within the Visual Identity guidelines laid down by Marketing and Communications</li> </ul>

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<b>Criteria</b>	<b>Capabilities and Behaviours</b>	Communication	<ul style="list-style-type: none"> <li>• Adapts style and content of communication of ideas and information to match the audience</li> <li>• Uses appropriate communication methods for effective interactions with a preference towards personal interactions</li> <li>• Is persuasive and confident in communicating ideas</li> </ul>
		Service focus	<ul style="list-style-type: none"> <li>• Takes personal responsibility to resolve enquiries, requests or complaints</li> <li>• Seeks and acts on client feedback</li> <li>• Agrees expectations with client to ensure client understands service delivery timeframes</li> </ul>
		Relationship building	<ul style="list-style-type: none"> <li>• Builds rapport by making informal contacts in own and other work areas</li> <li>• Shows tact and diplomacy in dealing with people</li> <li>• Respectfully interacts with people from diverse backgrounds and experiences</li> </ul>
		Teamwork	<ul style="list-style-type: none"> <li>• Accomplishes shared goals through accepting joint responsibility</li> <li>• Provides appropriate information, support and encouragement to enable successful task completion</li> <li>• Supports team members to achieve their goals by sharing workloads</li> </ul>
		Business acumen	<ul style="list-style-type: none"> <li>• Understands and applies commercial principles to own area of business</li> <li>• Knows marketing process, from assessing market needs to marketing products and services</li> </ul>
	<b>Knowledge and Experience</b>	<ul style="list-style-type: none"> <li>▪ Demonstrated hands on marketing experience including developing, implementing and tracking campaigns.</li> <li>▪ Well-developed interpersonal skills including both written and verbal communication skills</li> <li>▪ High level of organisational/administrative skills, including the ability to prioritise and manage work</li> <li>▪ A solid understanding of a marketing department based within a service industry</li> <li>▪ Demonstrated experience using Dreamweaver, web content management systems and customer relationship management software</li> </ul>	
<b>Qualifications</b>	<ul style="list-style-type: none"> <li>▪ A tertiary qualification in marketing or communications or significant relevant experience preferably within a university or public sector context</li> </ul>		

