



UNSW
THE UNIVERSITY OF NEW SOUTH WALES



Marketing Communications Officer

Enterprise & Engagement Unit

FACULTY OF THE BUILT ENVIRONMENT

REF: 6795

Marketing Communications Officer
Faculty of the Built Environment
Engagement & Enterprise Unit (EEU)

REF. 6795

Salary: Level 7,\$68K - A\$74K per year (plus up to 17% employer superannuation plus leave loading).

The Marketing Communications Officer will contribute to the development and management of the marketing and communications protocols and plans for the Faculty and other marketing communications initiatives deriving from the Faculty's strategic plan. This position plays an integral role in the Faculty's community engagement and relationship building with key stakeholders including schools, FBE students, alumni, and industry and government partners, positioning FBE as a leader in the Built Environment.

The incumbent will have;

- relevant tertiary qualifications in communications and/or marketing with a minimum 5 years experience working as a communications and/or marketing professional.
- superior written and oral communication skills and attention to detail
- proven ability to manage multiple tasks simultaneously and meet deadlines
- strong relationship management with the ability to communicate on all levels
- a flexible and results driven approach combined with a willingness to learn

This is an exciting opportunity for someone who wants to utilise their exceptional communication skills and core focus on business relationships and to be part of the Faculty's internal and external communication projects.

This is a full time continuing position.

Applicants should ensure they have read the position documentation and they **systematically address the selection criteria** in their application.

Having read all the documentation, you may then direct any enquiries to Fran Hannan, Manager, Enterprise & Engagement Unit on telephone 02 9385 5593 or email Fran.Hannan@unsw.edu.au

Applications close: 18 November 2009

The University of New South Wales

POSITION DESCRIPTION

Position:	Marketing Communications Officer	Written by:	Faculty General Manager in consultation with Manager, EEU
Incumbent:	Vacant		
Faculty/Division :	Faculty of the Built Environment		
Unit/Section:	Engagement & Enterprise Unit (EEU)		
Reports To:	Manager, EEU	Approved By:	Faculty General Manager
Level:	HEW 7	Date:	20 October 2009

A. JOB PURPOSE

The Marketing Communications Officer will contribute to the development and management of the marketing and communications protocols and plans for the Faculty and other marketing communications initiatives deriving from the Faculty's strategic plan. This position plays an integral role in the Faculty's community engagement and relationship building with key stakeholders including schools, FBE students, alumni, and industry and government partners, positioning FBE as a leader in the Built Environment.

B. MAIN DUTIES

- Contribute to the development, implementation and review of marketing communications protocols and plans of the Faculty.
- Act as the central Faculty contact for all internal communication projects
- Prepare and disseminate online and offline marketing communication material, including working with external contractors/providers as required.
- Implement and review guidelines for copywriting and branding which are consistent with UNSW standards.
- Ensure that all FBE promotional materials and marketing communications meet design and branding guidelines that provide a consistent positioning and profile for FBE as a leader in the Built Environment.
- Oversee/supervise interns periodically working within the EEU.
- In consultation with the Manager, EEU and the Community Engagement & Marketing Officer, contribute to the development of and organize the annual community engagement schedule.
- Coordinate the Dean's lecture series in consultation with the EEU Events and Administration Officer.
- Develop and implement innovative web-based marketing communication initiatives to increase the profile of the faculty and its programs.
- Manage and update content on the FBE website to support the Faculty's positioning and strategic goals, including ensuring that copy is current and relevant as well as prepare/analyze regular reports on the effectiveness of the website with suggestion for improvement.
- Undertake market research as required which guides and supports the Faculty's marketing communications protocols and initiatives.
- Develop effective relationships with central UNSW units including Marketing Services, Student Recruitment, Alumni, Media & Communications and the International Office to ensure that FBE's marketing communications plan is effectively integrated with UNSW-wide initiatives.
- Work closely with the UNSW Media & Communications Unit to ensure the Faculty's activities are profiled and celebrated effectively.
- Develop procedures to support the effective implementation of high quality marketing communication activities to support the Faculty's community engagement objectives;
- Cooperate with all health and safety policies and procedures of the University and take reasonable care that the actions or omissions do not impact on the health and safety of others in the University.

- Ensure that all marketing communications and networking campaigns are successfully integrated across all of the Faculty's community engagement activities including prospective students, schools, FBE students, staff, alumni industry and government partners.
- Ensure that FBE's branding and positioning is consistent with Faculty and UNSW branding guidelines and promoted appropriately across digital and print media, advertising and other communication/distribution channels.
- Work proactively with the UNSW Media & Communications Unit to increase FBE's profile in various media/PR outlets and achieve agreed targets.
- Ensure that FBE's marketing communication plan is aligned with, and supports, the Faculty's strategic fundraising initiatives being implemented by the Development Manager.
- Maintain highly effective relationships with key stakeholders that will support and enhance all of the Faculty's community engagement activities.
- Develop and implement feedback mechanisms to ensure ongoing quality assurance and improvements for the suite of FBE communication tools that support the Faculty's community engagement strategic objectives.
- Contribute to EEU's impact on developing mutually beneficial relationships with key stakeholders.

SELECTION CRITERIA

1. Essential

- Relevant tertiary qualifications in communications and/or marketing with a minimum 5 years experience working as a communications and/or marketing professional.
- Demonstrated experience in developing, implementing and evaluating marketing communication plans and promotional campaigns.
- Demonstrated experience in coordinating marketing communications activities and tailoring such activities to different target audiences.
- Demonstrated understanding of graphic design principles and experience in the production of marketing collateral that is consistent with branding guidelines.
- Professional and effective approach to relationship building with proven ability to liaise with individuals at multiple levels within a variety of organizations.
- Ability to manage projects with multiple stakeholders, establish priorities and meet budget and deadlines.
- Excellent interpersonal skills with demonstrated superior written and oral communication and presentation skills.
- Well developed organizational, problem solving and time management skills with a high level of attention to detail.
- High degree of initiative and creativity, with a strong capability to work autonomously (without direct supervision) and as part of a team, and contribute to team effort.
- Ability to work flexible hours, including some weekend and evening work.
- Experience and high level of proficiency in the use of computers and information technology.
- Understanding of, and capacity to apply, EEO/AA policies & principles; Knowledge of OHS responsibilities and capacity to apply OHS principles in the workplace.

UNSW APPLICATION FORM



THE UNIVERSITY OF
NEW SOUTH WALES

Key: * denotes required field and must be filled in.

PART 1 – POSITION DETAILS

• Position Reference Number: *	
Position Title:	
Where did you see the position advertised? (eg. Sydney Morning Herald, UNSW website)	

PART 2 – PERSONAL DETAILS

First Name: *			
Last Name: *			
Date of Birth:		Gender:	<input type="checkbox"/> Female <input type="checkbox"/> Male
Are you an Australian Citizen or Permanent Resident?*	<input type="checkbox"/> Yes	<input type="checkbox"/> No	
If no, are you eligible to work in Australia (please attach supporting documentation)	<input type="checkbox"/> Yes	<input type="checkbox"/> No	
If required, would you be willing to undergo a criminal record check?	<input type="checkbox"/> Yes	<input type="checkbox"/> No	
If required, would you be willing to undergo a working with children check?	<input type="checkbox"/> Yes	<input type="checkbox"/> No	
Address: *			
	State:		Postcode:
Country: (if outside Australia)			
Telephone *	Home: *	()	Work: *
	Mobile:		
Email: * (eg. user@domain.com)			

• PART 3 – EMPLOYMENT DETAILS

(a) INTERNAL APPLICANTS (current UNSW staff)

Employee ID: *	
• Please select your current employment status: *	
<input type="checkbox"/> Continuing appointment	<input type="checkbox"/> Fixed-term
Position Title:	
School/Dept:	

(b) EXTERNAL APPLICANTS

Current Position:	
Current Employer:	
Have you previously been an employee of UNSW? *	<input type="checkbox"/> Yes <input type="checkbox"/> No
Employee ID:	Last Employment Date:

(if known)			
Position Held:			
School/Dept:			
Are you, or have you ever been a Casual staff member, at UNSW? * (please <input type="checkbox"/> Yes <input type="checkbox"/> No tick)			
If yes, please indicate your Employee ID (if known):		<input type="text"/>	
Are you, or have you ever been a student, at UNSW? * <input type="checkbox"/> Yes <input type="checkbox"/> No			
If yes, please indicate your Student ID (if known):		<input type="text"/>	

PART 4 – REFEREES

REFEREE 1

Name:			
Position:			
Company:			
Telephone:		Facsimile:	
Email:			

REFEREE 2

Name:			
Position:			
Company:			
Telephone:		Facsimile:	
Email:			

REFEREE 3

Name:			
Position:			
Company:			
Telephone:		Facsimile:	
Email:			

PART 5 – ATTACH APPLICATION LETTER ADDRESSING SELECTION CRITERIA, AND ATTACH RESUME

- * via email to recruitment@unsw.edu.au:
- * via fax to (61 2) 9662 2832:
- * via post

Recruitment,
Human Resources
University of New South Wales
SYDNEY NSW 2052
AUSTRALIA

Include the following: Application Form, Application Letter addressing the Selection Criteria and your Resume.

Notes:

- Posted applications do not receive a receipt.
- If requested in the advertisement, copies of academic transcripts and qualifications should be included in the resume.
- [Selection Criteria](#): It is essential each criterion is addressed. This is your opportunity to demonstrate you meet the criteria.

INFORMATION ON THE BENEFITS OF WORKING AT UNSW

Benefits of Working at UNSW

The University of New South Wales (UNSW) is one of the leading teaching and research universities in Australia. Renown for the quality of its graduates and its commitment to new and creative approaches to education and research, the University motto - Scientia Manu et Mente ("Knowledge by Hand and Mind") - encapsulates the University's central philosophy of balancing the practical and the scholarly.

University Environment

UNSW offers a modern, dynamic and innovative teaching and learning environment with extensive social and recreational facilities. The UNSW campus is a compact yet beautiful, architecturally sophisticated setting, offering an enviable, cosmopolitan lifestyle for staff and students. Study and research facilities are comprehensive, with a widely acclaimed library network housing more than two million volumes, extensive electronic resources and access to volumes held in libraries at all major Australian research institutions. There is an award-winning bookshop on campus and a vast array of student services available.

UNSW has hundreds of sport and recreational clubs and societies for staff and students including several classical music groups who perform regularly. There is also a top class gymnasium with a fully equipped weights/cardio room, indoor swimming pool and a range of classes and courts to suit all fitness needs.

The UNSW campus boasts a vibrant cafe scene and is situated in the beautiful Eastern suburbs of Sydney just minutes from the famous Coogee and Bondi beaches. In addition, the local area is renowned for its large number of high quality, award winning, restaurants and cafes all of which are just minutes away. UNSW also boasts the famous National Institute of Dramatic Arts (NIDA) and the Randwick racecourse as neighbours.

Employer of choice for women



UNSW has been recognised for creating a work culture that supports and advances women with an Employer of Choice for Women citation. The award comes from the Equal Opportunity for Women in the Workplace Agency (EOWA).

The University was acknowledged as one of only 115 organisations across Australia that actively recognise and address the needs of female workers, to assist them to reach their full potential in the workplace.

University Diversity

UNSW values the diverse social, economic, cultural and religious backgrounds of its employees and promotes this by providing an accessible campus environment, flexible work practices for those with family and other responsibilities or with disabilities, including training on diversity management and cross-cultural communication.

As an UNSW employee you will be able to enjoy a safe and non-discriminatory environment and have the same opportunities to benefit from employment as other employees. In relation to employment equity, staff can access work opportunities such as staff development and training, promotion and re-evaluation, higher duties and a suitable and safe working environment.

Leave Entitlements

Recreation Leave accrues at the rate of one and two-third days per month to a total entitlement of 20 days per year. Recreation leave cannot be taken in advance of its accrual.

Sick Leave is granted under the following arrangements: ten days in the first year of service, 15 days in the second and 30 days in any subsequent year.

Special Leave of up to three days per year may be granted in cases of emergency and unforeseen circumstances e.g. fire or flood damage to your home. Applications for Special Leave must be made to the supervisor and will be considered on its merits. There is no entitlement to Special Leave if the leave sought is during a period of other leave.

Observation of Holy Days and Essential Religious or Cultural Duties allows you to utilise recreation leave or long service leave or leave without pay for the purposes of attending holy days or essential religious or cultural duties associated with your particular religious faith or culture.

Carer's Leave allows you to use part of your sick leave to care for an immediate family member who is ill. Up to 10 days of sick leave entitlement can be used as carer's leave in any one of the first two years of employment. In the third and subsequent years up to 12 days of sick leave can be used for carer's leave.

Parental Leave is available to cover such situations as maternity leave, adoption leave and paternity leave.

Long Service Leave (LSL) may be applied for after ten years service. The minimum period of long service that can be taken is one week.

Bereavement Leave of up to three days per year may be granted in the case of death of an immediate family. In unfortunate circumstances where another immediate family member is deceased in the same year, approval to grant a further three days bereavement leave may be granted by the Director, Human Resources.

Leave Without Pay (LWOP) may be granted on application.

Salary

Salary is paid fortnightly (every second Thursday) calculated up to and including the Thursday. Payment is made to a bank, building society or credit union account nominated by the employee. The University's flexible payroll systems allow premiums, medical and hospital fund contributions, and credit union deposits or repayments.

Tax Effective Salary Packaging Options

The University recognises the value to employees of flexible remuneration planning. Salary sacrificing is one way to provide this flexibility. The principle aim of salary sacrificing is to legitimately restructure the way you receive your salary to suit your individual needs and potentially maximise your take home pay. This is achieved by allowing you to receive part of your salary in the form of benefits rather than receiving it all as salary.

Benefits include

- [Child Care](#)
- [Electronic Diary or Personal Digital Assistant \(PDA\)](#)
- [Laptop or Notebook Computers](#)
- [Lifestyle Clinic \(UNSW Medicine\)](#)
- [Motor Vehicles](#)
- [Parking](#)
- [Superannuation](#)
- [Membership of the UNSW Fitness and Aquatic Centre](#)
- [Association of Tertiary Education Management](#)

Superannuation

The University offers a generous superannuation scheme with up to 17% employer contributions available to most staff on contracts of 2 years or more. For contracts of less than 2 years an employer contribution of 9% is paid. UNSW employees who are members of the Superannuation Scheme for Australian Universities (SSAU) and the UNSW Special Purposes Superannuation Scheme have the option of salary sacrificing.

Family Friendly Work Practices

UNSW has a comprehensive range of family-friendly work practices in place to assist staff maintain a work-life balance. These practices are designed to find the best possible match between the interests of the University and those of individual employees and can include flex-time, permanent part-time work, telecommuting (working from home), job sharing, provision of child care, recognition of carer's responsibilities and generous, flexible leave, such as parental leave and carer's leave.

Onsite Car Parking

In addition, onsite parking is available for staff for a nominal fee.

University-Based Child Care Centres

There is a range of child care related assistance offered by the University. Child care waiting lists can be long, so it is advisable to inquire about places well in advance. The centres which provide places for children of staff are Tigger's Place, the House at Pooh Corner and Kanga's House.

<i>Tigger's Place</i>	Priority is given to staff of UNSW. Hours: 8.15am – 6:00pm Places for 40 children (15 babies and toddlers, 25 children aged 2.5 – 6 years)
<i>The House at Pooh Corner</i>	Priority given to UNSW students, then staff, then the community Hours: 8:00am – 6:00pm, 48 weeks per year Places for 72 children, ages 6 weeks to 5 years
<i>Kanga's House</i>	Priority given to staff of UNSW and local community. Hours: 8:00am – 6:00pm (babies room 5:30pm) Places for 99 children aged 3 months to 5 years.

A ***child care salary packaging scheme*** is available to staff using the University's work based child care centres. This scheme allows staff to allocate a portion of their pre-tax salary for child care.

Other Services

E-mail and Internet Access is available for all staff. Employees are able to utilise the internet provider and email services of the University not only as part of their day-to-day work requirements but also for home use. The rates for home use are very competitive with commercial providers.

The University Library and its services are available to staff. Upon receiving your employee number and completing an application form you will have full borrowing rights.

UNSW Fitness and Aquatic Centre is located on the lower campus and is open seven days a week offering a wide choice of recreational and fitness activities for groups and individuals. Activities available include the use of the University swimming pool, and cardio/weights gym, a comprehensive group fitness timetable and the hire of volleyball, basketball, indoor soccer, badminton, table tennis, tennis and squash courts.

In addition, UNSW Sport and Recreation offers a wide range of sports clubs, and recreational courses and activities. A sample of the courses offered includes archery, ballroom dancing, scuba diving, martial arts, sailing, skydiving and yoga. More information is available at www.sportandrec.unsw.edu.au

The University Health Service The University Health Service is an Accredited General Practice and is located on the ground floor of eastern wing of the Quadrangle Building. Private General Practitioners operate within the service. Students and OSHC card holders are bulk billed.

An **Optometry Clinic** offers staff and students general eye examinations, specialist low vision services, colour vision assessment, vision training, sports vision assessments and contact lens fitting. Eye examinations are covered by Medicare. Spectacles and contact lenses are supplied at a reduced cost.

A free and confidential **Staff Counselling Service** is available to University staff through the UNSW Employee Assistance Program (EAP) which is provided by an independent firm engaged by the University.

Chaplains from a variety of religious denominations are available.

The National Institute of Dramatic Art (NIDA) is located on the Kensington Campus. Several student productions (some free) are held during the year in the NIDA theatre or the Parade Theatre, which are both on Anzac Parade. The School of Theatre, Film and Dance holds public performances in the Io Myers Studio. Various student groups also stage productions and reviews during the year.

The Australia Ensemble is resident at the University. Each year it performs six evening concerts in the Sir John Clancy Auditorium and holds free daytime rehearsals before each concert which staff and students may attend. Other musical highlights include performances by The Collegium Musicum Choir, the UNSW Orchestra, Pipers Wind Band and UNSW Opera.

Banks and Credit Unions are located around the University. The Commonwealth Bank, the ANZ Bank and Unicom have separate branches and a number of ATMs are located on campus. A range of other banks and credit unions are located within short walking distance at Randwick.

Transport

All employees have access to the use of several undercover parking stations located on the University. For a small fortnightly salary deduction, employees can enjoy this 24 hour service on a daily or long term basis. The University is well serviced by public transport buses both to and from the University. Special express bus services are also available for staff and students. The State Transit Authority have a help line open from 6am to 10pm, the number is 131 500. State Transit also has a web site located at www.sydneytransport.net.au.