POSITION DESCRIPTION

Position Number: 1023
Position Title: Marketing & Events Officer
Division: Communications and Marketing, University of Melbourne Student Union Inc. (UMSU)
Department: Communications & Marketing
Employment Status: Part time, Fixed Term (to cover employee’s absence on leave)
Classification Level: Professional Level 7
Reports to: Manager, Communications and Marketing
Reported to by: Marketing and Events casual staff
Incumbent: Vacant
Date Effective: April 2015

Background:

The University of Melbourne Student Union Inc (UMSU) is an incorporated association and is recognised by the University of Melbourne as the representative body for all students. UMSU is governed by an elected Students’ Council and twelve committees elected by and from students. UMSU is responsible for a broad range of student representative, student engagement and student support activities.

UMSU operates under the principles of Student Unionism which are broadly defined as student control of student affairs.

UMSU staff are organised within four Divisions:
- Advocacy & Legal;
- Arts & Entertainment;
- Communications and Marketing;
- Clubs and Volunteering;

Each Division is supported by a Student Advisory Group that is comprised of elected student representatives and designed to support ongoing collaboration between UMSU staff and elected student representatives. Student Advisory Groups provide feedback and advice from a student perspective to enhance participation in UMSU operated programmes and services.
The MU Student Union Ltd (MUSUL Services) is a wholly owned subsidiary of the University of Melbourne. The MU Student Union Ltd is governed by a board comprising University appointees and student representatives. The organisation’s objectives are to provide facilities and amenities directly to students, as well as supporting student representative organisations through the provision of physical and corporate infrastructure.

UMSU and the MU Student Union Ltd (MUSUL) have entered into a Facilities and Services Agreement that forms the basis of their partnership and details the provision of certain MUSUL infrastructure and procedures to UMSU.

MUSUL employs the staff working within UMSU and provides the following services to students, and their organisations including:

- Corporate Services (Finance, HR, OH&S, IT)
- Facilities and Infrastructure;
- Commercial Services;
- Office of the CEO;

UMSU and MUSUL embrace the policies and principles of equal opportunity and occupational health and safety.

**Divisional Overview:**

The Communications and Marketing Division of UMSU exists to communicate to students the activities and functions of both UMSU and MU Student Union Ltd. It is responsible for both the creation and the implementation of organisation-wide marketing and communications strategies that endeavour to engage students with the Student Union and its various departments and services.

It is also responsible for face-to-face communication and promotion through the Information Centre, Orientation and Marketing programmes.

**Values:**

**Student Centred:** Provide relevant, responsive and reliable services, facilities and student engagement opportunities that are valued by students and enhance their university experience;

Provide informed and professional support, infrastructure and guidance to enhance student engagement.

**Respect:** Courtesy and professionalism shown towards staff, students and the public in service delivery, communication and behaviour.

**Achievement:** Deliver outcomes that support the organisations goals and values.

**Proactive:** Informed, consultative and timely decision-making, including relevant stakeholders, taking account of likely effects and impacts.

**Sustainable:** Continually evolve while utilising resources responsibly.
**Conduct and Behaviour:**

All employees are covered by the code of conduct and are expected to observe standards of equity and fairness in dealing with other employees, students and members of the public by:

- Acting in ways that foster and protect the business, reputation, best interests and welfare of MUSUL and UMSU and taking action to prevent unethical practices as appropriate;
- Maintaining appropriate confidentiality, regarding personal and commercial matters;
- Acting in good faith, ethically and in the best interests of MUSUL and UMSU;
- Complying with MUSUL and UMSU policies and procedures, laws, regulations and standards that apply to us in our professional conduct;
- Perform duties professionally and with skill, care and diligence;
- Ensure that during working hours activities are confined to MUSUL or UMSU work requirements, unless prior written approval has been received from your Manager;
- At all times treat students, colleagues and members of the public with courtesy, respecting their roles and duties;
- Act honestly and fairly in all internal and external transactions and dealings with individuals and organisations.

**Position Summary:**

The Marketing and Events Officer is responsible for working with staff and elected student representatives to support and coordinate events including Orientation for the University of Melbourne Student Union and the MU Student Union Ltd. The incumbent provides marketing support consistent with agreed marketing and communication plans, to staff of the MU Student Union Ltd and staff and student representatives of UMSU. The role is also responsible for maintaining and assisting in the development of sponsorship and advertising opportunities for the MU Student Union Ltd and UMSU.

**Key Responsibility Areas (KRA’s):**

Participate in the C&M Student Advisory Group.

**KR1: Event Management**

- Project manage major Student Union events such as Orientation, Mid-Year Orientation, Open Day involvement, and a range of inter-departmental projects under the broad direction of the Manager, Communications and Marketing;
- Provide advice and operational support to staff and student representatives in the planning, implementation and evaluation of departmental events;
- Maintain a register of events and advise staff and student representatives on opportunities for collaboration and co-operation.

**KR2: Marketing Support Activities**

- Advise and assist the Manager, Communications and Marketing in the development and management of promotional, advertising and marketing strategies;
- Assist in the development, implementation and evaluation of organisational and departmental marketing and communication plans;
- Work collaboratively with Communications staff to ensure the implementation of agreed promotional campaigns;
- Prepare evaluations on Student Union promotional campaigns and major events in a timely manner;
- Assist in the development of promotional products such as Student Union publications Student Union website and other products in conjunction with relevant departmental staff;
- Maintain and monitor a campus wide distribution network for Student Union publications;
- Compile and produce a distribution report on Student Union publications on a semester basis;
• Manage the weekly distribution of A1 and A3 advertisers and/or sponsors’ posters throughout Union House.

**KR3: Sponsorship and Advertising**
• Assist in the procurement of sponsorship for activities and events with the Manager, Communications and Marketing and other staff and student representatives;
• Coordinate the on campus activities, and advertising for Sponsors and Promoters;
• Coordinate the sale of advertising in Student Union publications, events, and student union website in conjunction with the Manager, Communications and Marketing and other staff and student representatives;
• Assist in the development of policy for sponsorship and advertising in Union House.

**KR4: Staff Supervision**
• Supervise casual staff for distribution of print publications on and around Parkville campus;
• Supervise casual staff for events and administration tasks as required;
• Assist in the development and management of the casual wages budget;
• Coordinate the selection and training of new casual staff for Student Union events;
• In conjunction with relevant departmental staff, develop and deliver training sessions for internal departments on the delivery of marketing campaigns and programmes.

**KR5: Copy Writing**
• Develop copy for advertising and other promotional material as required.

**JOB COMPLEXITY, SKILLS & KNOWLEDGE**

**Level of Supervision, Accountability & Extent of Authority:**

The incumbent works under general direction of the Manager, Communications and Marketing. This position is required to provide regular work reports to their supervisor and to provide quarterly reports on outcomes and achievements.

Accountable for the planning, implementation and evaluation of organisational and departmental marketing plans. The position is responsible for the project management and coordination of major organisational events as set out in relevant marketing and plans, and for the provision of advisory and operational support for staff and student representatives conducting departmental events.

Accountable for the implementation of policy relating to sponsorship and advertising, and the sale of sponsorship and advertising on behalf of the MU Student Union Ltd and UMSU.

**Judgement, Independence & Problem Solving:**

The position operates under the broad direction of the Manager, Communications and Marketing, within the following bounds:

• Ability to work within defined guidelines, exercising individual judgement about appropriate means of promotion and marketing, and for the provision of advice to staff and student representatives in relation marketing and events.

• Accountable for the effective coordination of sponsorship, advertising and other revenue-generating activities.
**Professional & Organisational Knowledge:**

The position requires professional knowledge from relevant qualifications and/or considerable experience in the education or community sectors.

**Health & Safety and Environmental Responsibilities of Managers and Supervisors**

**General Responsibilities**
Managers and supervisors shall ensure that in all areas and for all personnel within their management and control:

- MU Student Union Ltd and/or University and divisional procedures for effective health and safety consultative arrangements are implemented;
- elected HSR are provided with sufficient time and resources to effectively undertake their respective roles;
- MU Student Union Ltd and/or University and divisional procedures to define and document general health and safety responsibilities, authority to act and reporting requirements for all personnel are implemented;
- MU Student Union Ltd and/or University and divisional procedures to hold personnel accountable for their health and safety responsibilities are implemented;
- MU Student Union Ltd and/or University and divisional procedures for the systematic identification of workplace hazards, evaluation of their risk and controls to manage risk are implemented;
- MU Student Union Ltd and/or University and divisional procedures for reporting of hazards and incidents and for prompt response to investigate and rectify them are implemented;
- MU Student Union Ltd and/or University and divisional procedures for emergencies are implemented;
- effective health and safety supervisory arrangements are implemented;
- MU Student Union Ltd and/or University and divisional procedures for health and safety, information, training and induction procedures of all personnel are implemented;
- MU Student Union Ltd and/or University and divisional procedures for monitoring of health and safety performance, eg regular workplaces inspections are undertaken, health monitoring requirements for individual personal are identified are implemented;
- relevant specific responsibilities described in MU Student Union Ltd and/or the University’s health and safety policies and procedures are implemented.

**Authority to Act**
Managers and supervisors' authorities to act are defined in:
- University of Melbourne Statutes and Regulations
- Individual position descriptions.

Managers and supervisors have the authority to act to:
- In all areas and for all personnel within their management and control, direct work to cease where the nature and degree of the health and safety risk results in an immediate and serious threat to the health and safety of any person.

**SELECTION CRITERIA**

**Essential Skills and Qualifications:**

- Relevant formal qualifications in Marketing or Public Relations, significant relevant experience, or a combination of relevant training and experience;
- Experience in event management (minimum 2 years);
- Experience in working with Sponsors and Advertisers, including in print media and/or online advertising;
- Excellent communications skills;
• Excellent organisational skills demonstrating the ability to prioritise, problem solve, and plan efficiently;
• Experience in promotion to young audiences, in particular University students;
• Highly developed computer skills including word processing, spreadsheets and databases;
• Knowledge of basic desktop and online publishing techniques.

Desirable Skills and Qualifications:

• Work experience in a higher education institution;
• Experience in arts, entertainment or tourism/hospitality industries;
• Experience in retail promotions/advertising;
• Experience in managing budgets;
• Understanding of, and commitment to, principles of student unionism.

Conditions of Employment:

Terms and conditions are in accordance with the MU Student Union Ltd Collective Agreement 2013 or any replacement agreement.

I have read, understood and agree to comply with the position description.

Signed: ________________________________ Date: ____________

(Incumbent)

Signed: ________________________________ Date: ____________

(Supervisor)

Signed: ________________________________ Date: ____________

(Senior Officer)

Signed: ________________________________ Date: ____________

(Human Resources Manager - MUSUL Services)