



## POSITION DESCRIPTION

TITLE:	MARKETING MANAGER
REPORTS TO:	Head of Engagement
DIRECT REPORTS:	Marketing and Communications Coordinator, Graphic Designer, Marketing Assistant
CLASSIFICATION:	Higher Education Worker Level 6
POSITION STATUS	Maternity leave cover – 12 months
LOCATION:	University of Adelaide – North Terrace Campus

### YOUX MISSION

YouX exists primarily to:

- Provide amenities and services to its members; and
- To further the welfare of its members.

Further to its primary objects, it will endeavour:

- To be the main social, cultural, and support centre for all the students of the University of Adelaide;
- To represent the interests of the students at the University, individually and as a whole, to the University, government, and the community at large; and
- To ensure that its services are provided equitably across the major campuses of the University.

These objects will be achieved through a partnership of students, members, the University and staff.

### PURPOSE OF POSITION

The Marketing Manager ensures an outstanding first impression of YouX is provided to students and stakeholders.

Through YouX's diverse communication channels, the position supports the delivery of core YouX services, programs and activities to help students at the University of Adelaide get the most out of their uni experience.

The purpose of the position is to:

- Lead the development of YouX's brand presence, bringing the work of the organisation to life.
- Drive student awareness and engagement with YouX, increasing engagement metrics year on year.
- Manage and deliver high-impact marketing projects with a focus on innovation and continuous improvement.
- Supervise a small team, driving key deliverables and day-to-day activity while mentoring staff.

## KEY RESULT AREAS AND RESPONSIBILITIES

Key result area:	Major activities:
Strategy, Research & Development	<ul style="list-style-type: none"> <li>• Implement an effective marketing plan that contributes to the overall YouX strategic plan.</li> <li>• Ensure the use of research and evidence to inform the development of plans.</li> <li>• Evaluate the effectiveness of plans and recommend and deliver improvements – including reporting on digital trends and future engagement opportunities.</li> <li>• Develop and implement an annual survey of student satisfaction relating to YouX brand perception, services, and activities.</li> <li>• Prepare reports summarising outcomes of the student survey to assist with event, sponsorship, membership, and service planning.</li> <li>• Utilise student engagement (e.g. focus groups) to assist with the planning and delivery of events and services.</li> </ul>
Brand Management	<ul style="list-style-type: none"> <li>• Act as brand guardian of the YouX brand, maintain and monitor user guidelines for the use of the YouX logo and associated material.</li> <li>• Ensure the YouX logo and name are not used in a manner that may cause damage or be negatively perceived by stakeholders.</li> <li>• Ensure brand voice, tone, and messaging are clear, consistent, targeted and engaging to students.</li> <li>• Utilise market research to ensure the YouX brand reflects student values and trends and undertake rebranding or realignment if necessary.</li> <li>• Ensure the YouX brand story and the impact the organisation makes on students' lives is clearly articulated and understood by YouX staff and stakeholders.</li> </ul>
Marketing and Promotions	<ul style="list-style-type: none"> <li>• Work closely with the Graphic Designer to develop creative and engaging promotional and positioning campaigns that deliver positive brand recognition and engagement.</li> <li>• Develop promotional material, overseeing coordination, proofreading, quality, and standards.</li> <li>• Act as a business partner to other YouX staff, helping them to produce strong briefs for their marketing campaigns and materials.</li> <li>• Ensure effective systems and processes exist for colleagues to commission and receive marketing support, content creation, and design work.</li> <li>• Evaluate the effectiveness of communications and recommend and deliver improvements.</li> <li>• Support the Marketing and Communications Coordinator to develop creative copy which ensures the YouX website, digital and social channels are interesting, engaging, and relevant.</li> <li>• Support the ongoing development and improvement of the YouX website and explore opportunities for new digital engagement.</li> </ul>

Budget Management, Business Planning and Reporting	<ul style="list-style-type: none"> <li>• Prepare, monitor, and report on operating costs against budget.</li> <li>• Authorise expenditure within the marketing budget within the delegation of authority.</li> <li>• Prepare bi-monthly activity and status reports for management.</li> <li>• Participate in strategic planning and ensure identified actions and KPIs within the YouX Strategic Plan are delivered to agreed targets and timeframes.</li> </ul>
People Management and Team Building	<ul style="list-style-type: none"> <li>• Monitor performance of three direct reports and empower them to achieve business objectives. Coach appropriately to gain exceptional performance.</li> <li>• Establish performance management objectives for staff, evaluate the results and provide constructive feedback, based on YouX's performance management program.</li> <li>• Encourage and facilitate the professional development of YouX staff.</li> <li>• Ensure regular group and one-on-one meetings occur to communicate objectives and action.</li> <li>•</li> </ul>
Participate in a positive culture	<ul style="list-style-type: none"> <li>• Attend regular all-staff meetings as scheduled.</li> <li>• Meet regularly with the Head of Engagement.</li> <li>• Voice views and concerns in a constructive manner.</li> <li>• Participation in quality improvement and training and development activities.</li> </ul>
WHS	<p>Ensure that the work environment and work practices adopted lead to good health and safety performance. This involves compliance with all relevant WHS Legislation, Codes of Practice Standards, Policies, Operating Procedures and work instructions and being actively involved in YouX's WHS systems and procedures.</p> <p>In particular, all staff must:</p> <ul style="list-style-type: none"> <li>• Notify hazards incidents, accidents and injuries</li> <li>• Use plant and equipment in a safe manner</li> <li>• Actively participate in appropriate WHS training</li> <li>• Do nothing which puts themselves or others at risk of injury or condone this behaviour in others.</li> </ul>

## SELECTION CRITERIA

Essential Criteria:	Desirable Criteria:
<p><b>Qualifications</b></p> <ul style="list-style-type: none"> <li>• Tertiary qualifications in marketing, communications, or an associated field. Or demonstrated equivalent experience in a similar role.</li> </ul> <p><b>Skills, experience, and knowledge</b></p> <ul style="list-style-type: none"> <li>• Experience developing marketing and communications strategy, including the use of data and insight to inform plans.</li> <li>• Demonstrated experience delivering integrated marketing and communications plans that meet engagement and branding objectives.</li> <li>• Experience developing communications that deliver membership and commercial targets.</li> </ul>	<p><b>Qualifications</b></p> <ul style="list-style-type: none"> <li>• N/A</li> </ul> <p><b>Skills, experience, and knowledge</b></p> <ul style="list-style-type: none"> <li>• Ability to work with students and young people.</li> <li>• Knowledge and/or understanding of youth culture.</li> <li>• Understanding of higher education and of student issues and priorities.</li> </ul>

- Strong campaign planning and delivery skills.
- Experience in market research tools and methods.
- Strong understanding of branding and graphic design, experienced in overseeing consistent visual identities across a variety of platforms and mediums.
- Experience in digital engagement, website management, and social media delivery and performance analysis.
- Experience managing a small team.
- Self-starter with exceptional organisational skills to execute multiple projects simultaneously.
- Well-developed verbal and written communication skills including strong copywriting ability and attention to detail.
- Ability to use autonomy and initiative to develop and implement solutions.
- Ability to develop and maintain effective working relationships with key stakeholders, peers and staff at all levels.
- Ability to set priorities, meet deadlines and respond to changing circumstances.

## SPECIAL CONDITIONS

- The appointment will be subject to 6 months' probation. Continuation of the contract is conditional upon the achievement of performance objectives and the allocation of sufficient funding.
- The incumbent will be required to undertake an annual performance agreement with direct manager, using YouX's Performance Development process.
- Take personal responsibility for understanding and complying with YouX's policies and procedures including WHS and equal employment opportunity.
- Possession of a current Class C Driver's Licence, willingness to drive and successful completion of required driver training.
- Out of hours work may be required. Time off in lieu will be negotiated.
- Travel between campuses may be required.