

# YOUX

## POSITION DESCRIPTION

<b>TITLE:</b>	<b>MARKETING &amp; COMMUNICATIONS COORDINATOR</b>
<b>REPORTS TO:</b>	Senior Marketing & Communications Coordinator
<b>CLASSIFICATION:</b>	Level 5
<b>POSITION STATUS</b>	Full-time – 75 hours per fortnight
<b>LOCATION:</b>	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 of 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 & Communications Coordinator will support the Senior Marketing and Communications Coordinator in the delivery of core YouX services and programs that aim to provide an enjoyable, supportive and balanced experience for students of the University of Adelaide through:

- i. Managing and executing the organisational brand
- ii. Delivering high-impact YouX communications (internal/external)

### KEY RESULT AREAS AND RESPONSIBILITIES

<b>Key result area:</b>	<b>Major activities:</b>
<b>Brand Management</b>	<ul style="list-style-type: none"><li>• Support the Senior Coordinator, Marketing and Communications as needed to ensure that user guidelines are correctly followed for the use of the YouX logo and other brand elements.</li><li>• Protect the integrity of the YouX brand by ensuring its correct and appropriate application both internally and externally.</li><li>• Conduct market research and environmental scanning to ensure the YouX brand is positioned to reflect student values and changing trends.</li></ul>
<b>Communication</b>	<ul style="list-style-type: none"><li>• Identify internal and external target audiences for promotional material.</li><li>• Develop and coordinate production of promotional material including the student newsletter, brochures, flyers, and posters in conjunction with the Senior Coordinator and the rest of the Student Engagement Team.</li><li>• Develop and coordinate materials and briefings for student presentations.</li><li>• Edit and/or proofread material before publication and ensure the quality of the presentation.</li><li>• Recommend type, style, format and medium for promotion and advertising material.</li><li>• Liaise with university stakeholders to enhance opportunities for exposure of YouX to the wider university community.</li></ul>

	<ul style="list-style-type: none"> <li>• Liaise with external media outlets to enhance coverage of YouX activities and events to the wider community.</li> <li>• Review and introduce new forms of communication as required to ensure YouX is communicating with students in their online world.</li> <li>• Assist with promotion of all YouX services and events.</li> <li>• Coordinate and where needed deliver presentations to students and University groups.</li> <li>• Conduct and coordinate student and staff surveys as required and report on results and findings.</li> </ul>
<b>Social Media and Website</b>	<ul style="list-style-type: none"> <li>• Manage YouX social media outlets and channels.</li> <li>• Plan, create, source and publish quality and engaging content in line with the overall marketing and strategic objectives of YouX. Take and upload photos and video of events or other YouX activities in a timely and strategic manner.</li> <li>• Provide advice to the Senior Marketing &amp; Communications Coordinator and other YouX staff and affiliates on social media trends, strategies and best practice.</li> <li>• Maintain all marketing and events content on the YouX website.</li> <li>• Manage site architecture and pages using a CMS.</li> <li>• Identify and resolve basic technical problems.</li> <li>• Respond to service issues with staff and student groups using the site.</li> <li>• Undertake consultations with staff regarding future site developments and ongoing needs.</li> <li>• Work closely with the technology provider regarding the CMS, its development and any modifications as required.</li> <li>• Document workflows and ongoing maintenance for the website.</li> </ul>
<b>Student Media</b>	<ul style="list-style-type: none"> <li>• Provide support to elected Student Media Directors as required.</li> <li>• Provide social media and website support.</li> </ul>
<b>Administration</b>	<ul style="list-style-type: none"> <li>• Provide administrative support to the Senior Marketing &amp; Communications Coordinator.</li> <li>• Maintain media and student newsletter databases.</li> <li>• Maintain and review all online communication platforms.</li> <li>• Provide outstanding customer service to all stakeholders, including commercial clients and students.</li> <li>• Maintain positive working relationships with stakeholders and relevant University departments.</li> </ul>
<b>Participate in a positive culture</b>	<ul style="list-style-type: none"> <li>• Attend regular all staff meetings as scheduled.</li> <li>• Meet regularly with the Senior Marketing &amp; Communications Coordinator and the wider Student Engagement team.</li> <li>• Voice views and concerns in a constructive manner.</li> <li>• Participation in quality improvement and training and development activities.</li> </ul>
<b>WHS</b>	<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 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

<b>Essential Criteria:</b>	<b>Desirable Criteria:</b>
<b>Qualifications</b> <ul style="list-style-type: none"> <li>• Tertiary qualifications in marketing, communications, public relations or an associated field. Or demonstrated equivalent experience in a similar role</li> </ul>	<b>Qualifications</b> <ul style="list-style-type: none"> <li>• N/A</li> </ul>

### **Skills, experience, and knowledge**

- Experience in a marketing environment.
- Experience in web and social media content creation and coordination.
- Experience in communications activities including writing media releases, advertising and promotional copy, presentations and reports.
- Ability to manage a varied workload without supervision.
- Ability to determine priorities and meet deadlines.
- 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 and respond to changing circumstances.
- Ability to anticipate needs and be proactive.
- Ability to work and collaborate in a small team environment.
- Effective time management and organisational skills.
- Outstanding written and verbal communication skills.

### **Skills, experience, and knowledge**

- Ability to work with students and young people.
- Knowledge and/or understanding of youth culture and tertiary student life.
- Experience with basic HTML coding and other languages

## **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 their direct manager, using the YouX Performance Development and Review process.
- Take personal responsibility for understanding and complying with YouX policies and procedures including WHS and equal employment opportunity.
- Possession of a current Drivers Licence and willingness to drive.
- Out of hours work may be required. Time off in Lieu will be negotiated.
- Travel between campuses may be required.