

Position Description

Position Title: Marketing Assistant	Classification: Bond Level 3
Faculty/School/Office: Faculty of Society & Design	Date Position Classified/Updated: October 2023

Purpose of the Position:

The role will work closely with the External Engagement & Marketing Manager to contribute to marketing related initiatives across varied media in the marketing mix, with the aim of creating student preference for and recognition of Faculty programs.

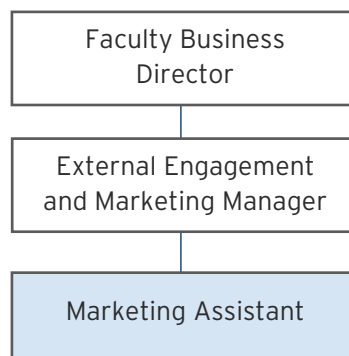
This role will also be required to work closely with representatives from central Marketing and Recruitment. Key responsibilities include but are not limited to:

- Drafting content and monitoring the Faculty's social media pages (such as Facebook, Twitter and blogs).
- Undertaking marketing related research as required.
- Providing assistance for key projects which support the Faculty's ongoing domestic and international marketing and recruitment drive through promotions, marketing, events (support) and communication activities.
- Planning, undertaking and coordinating all Faculty marketing communication processes, tactics and initiatives, keeping in line with University direction to ensure accuracy and consistency of all Faculty marketing messages.
- Increase brand awareness and create student preference for Faculty programs through continuous development of varied communication media and vehicles including online, advertising, collateral social media and public relations.
- Develop and maintain accurate Alumni profiles.
- Coordinating with the External Engagement & Marketing Manager across a wide range of marketing and communication related activities as required.

It is expected that all administrative staff will support other members of the team as required.

Reporting Relationship:

This position reports to the External Engagement and Marketing Manager:



Selection Criteria:

- Relevant work experience in a marketing or communication related field.
- Demonstrated administrative experience and the skills to work unsupervised.
- Excellent interpersonal, written and verbal communication skills. The ability to develop productive working relationships and manage those relationships with maturity and confidence.
- Ability to manage multiple priorities and to work under pressure with a degree of autonomy.
- Demonstrated competencies in dealing with work requiring high levels of accuracy and attention to detail.
- Demonstrated ability to conduct research and deliver findings in a timely manner.
- Demonstrated ability to successfully plan and conduct marketing initiatives with a high level of professionalism, presentation and creative direction.
- Intermediate Microsoft office experience (Outlook, Word, Excel, PowerPoint)

Desirable Criteria:

- Previous experience working in a tertiary environment and an understanding of university systems.

Competency	Responsibility
Marketing & Recruitment	<p>Assist in the maintenance of the Faculty of Society & Design webpages through the University's Content Management System.</p> <p>Create marketing content and copy on Faculty webpages.</p> <p>Contribute to the creation of Faculty branded print and digital collateral (This includes copy writing, accuracy of information, image selection and creative direction in line with University brand).</p> <p>Jobs briefed into Central design team for creation, brand alignment and delivered to deadline.</p> <p>Develop and maintain relationships with key academics to ensure the success of marketing and recruitment related strategies and initiatives.</p> <p>Work with the Marketing Manager to plan, develop and implement marketing and promotional initiatives.</p>
Social Networking/Media	<p>Develop content and monitor the Faculty's social networking pages e.g. Facebook & Twitter and give feedback to the Marketing Manager on newly contributed content.</p> <p>Draft preliminary content for the production of promotional pieces for the Faculty in consultation with the Marketing Manager.</p>
Database	<p>Review and draft potential content for use on WordPress to increase engagement on BUFTA website.</p> <p>Review content for use on WordPress to increase engagement on Confucian Weekly Bulletin website.</p>
Research	<p>Undertake marketing and event related research, and present findings to Marketing Manager.</p> <p>Ongoing investigation of newsworthy Faculty/academic and student activity.</p>
Alumni	<p>Assist in the maintenance of accurate Alumni profiles and relationships.</p> <p>Undertake specific alumni tactics/initiatives as directed by Marketing Manager in-line with Alumni strategy.</p>

Working Relationships	<p>Establish and maintain positive and beneficial working relationships at all levels.</p> <p>Provide assistance and support as directed by the External Engagement & Marketing Manager,</p>
Understanding of Quality Assurance	<p>Staff should demonstrate an understanding of the principles of quality assurance and continuous improvement as they apply at Bond University.</p> <p>Staff are expected to demonstrate an ongoing commitment to the Bond University Strategic Plan, university policy and to our quality assurance processes.</p>
Understanding of Cultural Sensitivity	<p>Staff will come into contact with staff and students from a variety of cultural backgrounds. It is expected that mutual respect, cultural awareness and cultural sensitivity will form the basis of the professional working relationship.</p> <p>Staff are encouraged to attend a cultural sensitivity workshop to further enhance and develop cultural awareness and cultural sensitivity skills.</p>
Understanding of WHS Responsibilities	<p>Maintain a safe workplace and follow safety directions and internal controls. Alert your Manager of WHS risks and be vigilant in observing safe practices. Understand WHS requirements in your work area.</p> <p>All managers of staff are required to conduct risk assessments and implement controls accordingly as well as action safety audit results within the directed time frame.</p> <p>Awareness of, and accountability for, WHS responsibilities in the work area and for the staff and contractors under your control (if applicable).</p>

Note - the successful applicant will be required to produce a certified copy of their highest qualification received prior to commencement of duty.

It is not the intent of this position description to limit the scope of this position in any way but to give an overview of this role at Bond University. You may at times be required to work at other tasks and areas as directed by the Management.