



Position Description

Position Title: External Engagement and Marketing Manger	Classification: Bond 5
Faculty/School/Office: Faculty of Law	Date Position Classified/Updated: March 2026

Purpose of the Position:

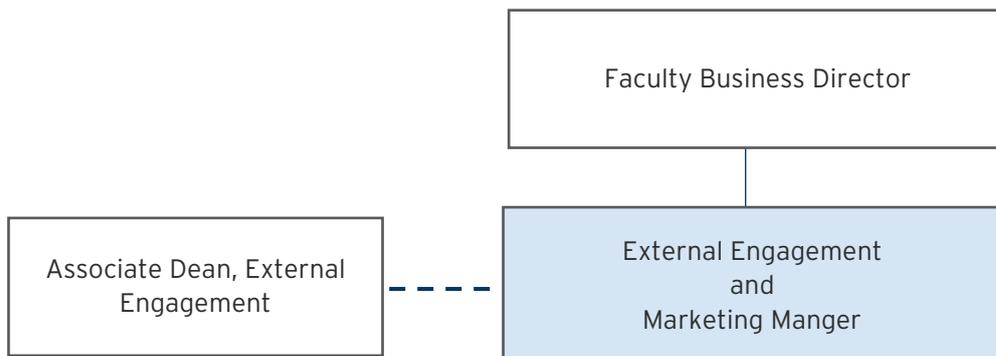
The Faculty External Engagement and Marketing Manager will be responsible for working with the Marketing and Recruitment Office on strategic planning and implementation of marketing and recruitment activities as it directly relates to the Faculty based targets and overall university marketing and recruitment objectives. There is a responsibility across both the domestic and international portfolios, covering all general marketing disciplines including;

- Brand awareness and adherence
- Communications (PR & materials) including content development
- Digital marketing including social media
- Events
- Advertising
- Website content maintenance and optimisation

The incumbent will be responsible for delivering an integrated marketing and recruitment strategy through working closely with the Dean, Associate Dean, External Engagement, Faculty Business Director and members of the Marketing and Communications and Recruitment teams. It will be the role of the External Engagement and Marketing Manager to become the Faculty's product knowledge specialist and to ensure that this product knowledge is transferred to all front line staff.

Reporting Relationship:

This position reports to the Faculty Business Director, with an indirect reporting line to the Associate Dean, External Engagement.



Selection Criteria:

- A Bachelor's degree in a marketing, communications (or similar) discipline plus a minimum of five years' experience in a related role.
- A proven track record of success in proactively developing and executing an integrated marketing strategy to achieve business outcomes.
- Demonstrated ability to manage the development of a range of marketing activities including advertising campaigns, communication collateral, digital marketing and website maintenance.
- Excellent oral and written communications and interpersonal skills conducive to establishing strategic partnerships, persuading others, building and maintaining effective relationships and motivating others toward the achievement of shared goals.
- A demonstrated ability to project manage a range of priorities and effectively prioritise competing demands.
- Experience in a role that demanded self-motivation, service orientation, as well as administrative skills
- Demonstrated ability to effectively solve problems and think laterally, able to generate practical solutions for stakeholders and team members.
- Demonstrated ability to work flexibly operating outside the normal requirements of the position to meet organisational requirements.
- A high level of computer literacy (MS office applications and database software).
- An unencumbered Australian Driver's License is essential.

Desirable Criteria:

- Higher education product knowledge and associated admissions procedures directly relevant to the Faculty's area of industry/sector expertise.

Competency	Responsibility
Strategic Planning	<ul style="list-style-type: none"> • In consultation with key marketing, recruitment and Faculty management develop and implement a Faculty specific domestic and international strategic marketing and recruitment plan as it directly relates to the Faculty targets and overall University marketing and recruitment objectives. • Operationalise this strategy through the development of domestic and international tactical marketing plans that clearly articulate the actions and responsibilities of all management and support staff. Included in this tactical planning will be budget allocation and monitoring. • Develop a clear understanding of the performance of each of the Faculty's key products as well as domestic and international recruitment markets. Review data and reports on emerging and declining markets.
Product Knowledge, Market Research and Intelligence	<ul style="list-style-type: none"> • Develop/enhance a product knowledge base that is accurate, easily updateable and shareable across Faculty, marketing and recruitment teams. • Undertake regular competitive analysis and feed back to Faculty management trends and changes in competitor activity as it relates to product development, delivery and promotion. • As the connector between Faculty and the Office of Marketing & Recruitment, provide regular updates for and between both groups to ensure both parties are across product updates and marketing and recruitment activities.
Recruitment	<ul style="list-style-type: none"> • Undertake a broad range of domestic and international initiatives and activity to recruit students into identified programs. All recruitment activities will support and leverage the recruitment teams and Faculty priorities and reflect the overarching focus on partnerships and collegiate partner schools, industry and community partnerships. • Represent the Faculty at a range of domestic and international recruitment events such as expos, fairs, agent tours, school events and industry engagement activities.

	<ul style="list-style-type: none"> • Develop a schedule of Faculty based activities to include but not be limited to; <ul style="list-style-type: none"> ○ School based programs and promotions (including competitions etc) ○ Faculty 'brand experience' based events ○ In market events as required
Marketing	<ul style="list-style-type: none"> • Undertake/update a thorough competitive analysis of all Faculty programs. • Research and formulate media strategies to address key domestic and international recruitment needs in consultation with central marketing, recruitment and Faculty team members. • Develop creative direction for Faculty above and below the line marketing activity. • Provide effective and professional copywriting with regard to domestic and international marketing and recruitment activities via website, direct marketing, press releases, proposal, collateral, Faculty profiles and testimonials.
Partnerships and Industry Relations	<ul style="list-style-type: none"> • Continue to develop and nurture partnerships with schools, community and industry in conjunction with the overarching partnerships strategy and Faculty priorities. • Leverage all postgraduate related industry associations, accreditations and reciprocal partners to ensure opportunities for students, brand alignment and recruitment are maximised. • Work collaboratively with the international Office on the administration and implementation of study abroad exchange programs.
Alumni Relations	<ul style="list-style-type: none"> • Work together with the Development Office, Associate Dean, External Engagement and International and the Faculty Services Director to develop a matrix of Faculty specific alumni that will enable more informed engagement and better leverage.
Stakeholder Relations and Communications	<ul style="list-style-type: none"> • To effectively liaise and develop positive working relationship with key internal and external stakeholders, including but not limited to international agents, partners, schools and recruiters. • Ensure that professional and timely service is provided in all aspects of the position. • Collate, analyse, report on data and maintain databases to support and inform decisions by the Associate Dean of External Engagement and International and the Faculty Business Director including, but not limited to information relating to key Faculty contacts (partners, institutions, schools).
Understanding of Quality Assurance	<ul style="list-style-type: none"> • Staff should demonstrate an understanding of the principles of quality assurance and continuous improvement as they apply at Bond University. • Staff are expected to demonstrate an ongoing commitment to the Bond University Strategic Plan, university policy and to our quality assurance processes.
Understanding of Cultural Awareness & Sensitivity	<ul style="list-style-type: none"> • 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. • Staff are encouraged to actively engage in ongoing professional development to strengthen their cultural awareness and sensitivity, recognising that this is a continuous learning process that supports an inclusive and respectful workplace.
Understanding of WHS Responsibilities	<ul style="list-style-type: none"> • 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. • 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.

	<ul style="list-style-type: none">Awareness of, and accountability for, WHS responsibilities in the work area and for the staff and contractors under your control (if applicable).
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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.