

ADELAIDE UNIVERSITY UNION (AUU)

POSITION DESCRIPTION

TITLE:	MARKETING AND COMMUNICATIONS COORDINATOR
REPORTS TO:	Manager, Marketing & Communications
POSITION STATUS	Full-time – 75 hours per fortnight
LOCATION:	University of Adelaide – North Terrace Campus

AUU MISSION

The Union 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 Marketing and Communications Manager in the delivery of core Union services and programs that aim to provide an enjoyable, supportive and balanced experience for students of the University of Adelaide through:

- Managing and executing the organisational brand
- Delivering high-impact Union communications (internal/external)

KEY RESULT AREAS AND RESPONSIBILITIES

Key result area:	Major activities:
Brand Management	<ul style="list-style-type: none"> • Ensure that user guidelines are correctly followed for the use of the Union logo and other brand elements. • Protect the integrity of the Union brand by ensuring its correct and appropriate application both internally and externally. • Conduct market research and environmental scanning to ensure the Union brand is positioned to reflect student values and changing trends. Promote the organisation's plans, actions and services.
Student Media	<ul style="list-style-type: none"> • Oversee and support elected Student Media Directors • Manage print contracts and quoting for student publications • Provide social media and website support
Communication	<ul style="list-style-type: none"> • Identify internal and external target audiences for promotional material. • Develop and coordinate production of promotional material including the student newsletter, brochures, flyers, and posters in conjunction with the Marketing Manager and the rest of the Marketing Team. • Develop and coordinate materials and briefings for student presentations. • Edit and/or proof read material before publication and ensure the quality of the presentation. • Recommend type, style, format and medium for promotion & advertising material. • Liaise with university stakeholders to enhance opportunities for Union exposure to

	<p>the wider university community.</p> <ul style="list-style-type: none"> • Liaise with external media outlets to enhance coverage of Union activities and events to the wider community. • Review and introduce new forms of communication as required to ensure the Union is communicating with students in their online world. • Assist with promotion of all Union services & events.
Social Media and Website	<ul style="list-style-type: none"> • Manage the Union's social media outlets and channels. • Plan, create, source and publish quality and engaging content in line with the overall marketing and strategic objectives of the Union. Take and upload photos and video of events or other Union activities in a timely and strategic manner. • Provide advice to the Marketing & Communications Manager and other Union staff and affiliates on social media trends, strategies and best practice. • Maintain all marketing and events content on the Union website. • Manage site architecture and pages using a CMS • Identify and resolve technical problems • Respond to service issues with staff and student groups using the site • Undertake consultations with staff regarding future site developments and ongoing needs • Work closely with the technology provider regarding the CMS, its development and any modifications • Document workflows and ongoing maintenance for the website. • Train staff in CMS use, using external suppliers as needed. • Manage folder storage and information, web hosting and URL administration.
Administration	<ul style="list-style-type: none"> • Provide administrative support to the Manager, Marketing & Communications. • Maintain all administrative functions of the Marketing & Communications department. • Maintain media and student newsletter databases. • Maintain and review all online communication platforms. • Provide support to the Sponsorship and Membership Officer as and when required. • Provide outstanding customer service to all stakeholders, including commercial clients and students. • Maintain positive working relationships with stakeholders and relevant University departments.
Participate in a positive culture	<ul style="list-style-type: none"> • Attend regular all staff meetings as scheduled. • Meet regularly with the Manager, Marketing & Communications and the Marketing and Events teams. • Voice views and concerns in a constructive manner. • Participation in quality improvement and training and development activities.
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 AUU's WHS systems and procedures.</p> <p>In particular all staff must:-</p> <ul style="list-style-type: none"> • Notify hazards incidents, accidents and injuries • Use plant and equipment in a safe manner • Actively participate in appropriate WHS training • Do nothing which puts themselves or others at risk of injury, or condone this behaviour in others.

SELECTION CRITERIA

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

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 AUU's Performance Development and Review process.
- Take personal responsibility for understanding and complying with the AUU's policies and procedures including WHS and equal employment opportunity.
- Possession of a current Drivers License and willingness to drive.
- Out of hours work may be required. Time off in Lieu will be negotiated.
- Travel between campuses may be required.