

## POSITION DESCRIPTION



<b>Position</b>	Brand & Campaign Manager
<b>Level/Classification</b>	HEW0909
<b>Reports to</b>	Senior Manager, Brand Marketing
<b>Unit</b>	Brand Marketing
<b>Directorate</b>	Marketing & Communications Office
<b>Positions Supervised</b>	Nil

### Position Purpose

Reporting to the Senior Manager, Brand Marketing, the Brand & Campaign Manager is responsible development and delivery of brand marketing campaigns and initiatives that support the University's strategic plan and commercial objectives.

Situated within the Murdoch University Marketing and Communications Office (MCO), the Brand & Campaign Manager is part of a broader marketing team that manages both university brand and marketing strategies. The role is required to work closely with colleagues in Marketing and Communications, Student Management, IT, Colleges and external agencies, vendors and partners to develop and implement the University's brand and campaign plans that underpin domestic and international recruitment priorities and ensure that all activities are measured.

This position is the main lead for reputation projects in MCO, coordinating multi-disciplinary teams within the Directorate as well as subject matter experts from other areas of the university.

The Brand & Campaign Manager also has highly developed stakeholder management skills and is able to communicate marketing and brand information effectively and identify shared business objectives with a variety of stakeholders.

### About Murdoch University

Murdoch University is a young and dynamic university with a foundational commitment to the environment, social justice and inclusion, and making education accessible to more people. Founded as Western Australia's second university in 1974, today, Murdoch has more than 21,000 students and 1,700 staff across campuses in Perth, Singapore and Dubai. With more

than 90,000 Alumni, Murdoch graduates can be found all over the world, making a positive difference.

Our Strategy – Ngala Kwop Bididi. Building a brighter future, together – guides the University’s direction and reaffirms our shared purpose to change lives and society for the better through accessible education and research.

The Strategy is focused on three key themes:

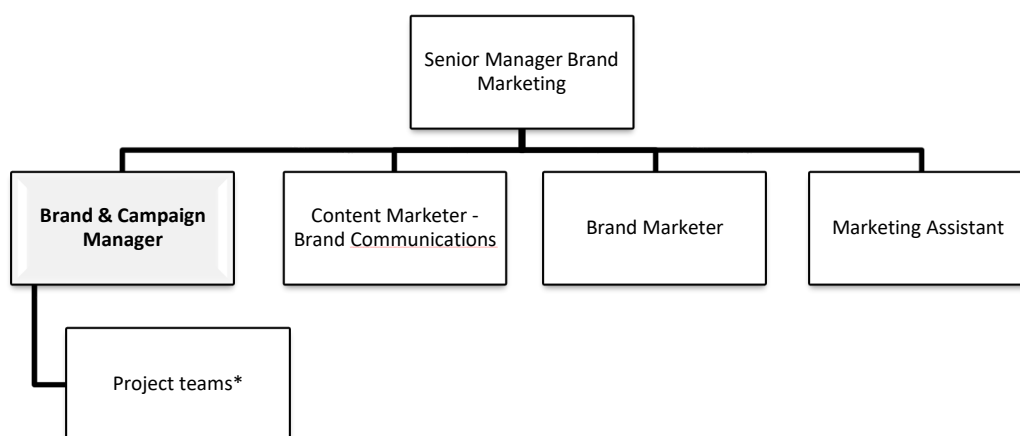
- Sustainability: Be a leading university in education, teaching and translational research in sustainability.
- Equity, Diversity, and Inclusion: Build a welcoming, diverse and inclusive community.
- First Nations: Become the University of first choice for First Nations peoples.

Murdoch is also committed to building engagement with our local community, State, nation, and global society with a track-record in creating strong partnerships with business, government and industry.

## About the Work Area

The Marketing and Communications Office is a group of committed professional services staff dedicated to inspiring people to choose Murdoch. Through brand, marketing and communications strategies we enhance the reputation of the University, drive future growth and lead employee communications. The team share the work of Murdoch University’s academics, researchers, staff and students with the Murdoch community, as well as domestic and international audiences.

## Reporting Relationships



\*Virtual teams, separate function reporting lines

## Key Responsibilities/Duties

### Leadership

1. Provide strategic direction to project teams to ensure focus and collaborative team delivery against MCO KPIs and major programs of work
2. Foster a collaborative and colligate approach to stakeholder relationships, modelling the university's values and providing coaching and mentoring support to team members
3. Support embedding a commitment to the university's strategic themes, ensuring they are manifest in decision making at strategic and operational levels within MCO
4. Instilling a high-performance culture, ensuring quality, consistency and efficiency across all platforms and activity
5. Manage complex stakeholder networks to deliver project outcomes and build strong working relationships, including members of the senior leadership team

### Operational

6. Lead multidisciplinary project teams, including major projects of significant size and scope, to deliver recruitment focused outcomes through driving student applications and preference to study at Murdoch
7. Identify, conceptualise and develop projects – from scoping to implementation – working with MCO senior leaders and external stakeholders
8. Manage significant project budgets and ensure all programs of work are delivered within agreed scope including financial and timelines
9. Oversight of policies and compliance relating to marketing and advertising including those of Australian Competition & Consumer Commission and any relevant international law
10. Lead team members through multi-disciplinary teams to harness their specialisations and drive creativity and innovative solutions
11. Provide expert marketing advice and solutions at both a strategic and tactical level, utilising market research and customer insights
12. Play a lead role in the MCO and the marketing team, supporting the Senior Manager Brand Marketing to support the continuous improvement of performance
13. Lead the development and implementation of integrated campaigns, including management of paid media strategy and planning, to drive reputation KPIs.
14. Develop marketing plans and initiatives in consultation and collaboration with the Senior Manager Brand Marketing, and key stakeholders.
15. Assist with the continuous evolution of the university's brand strategy, encompassing all core brand assets, to support the consolidation of a distinctive corporate proposition, style and tone.
16. Write briefs and requirements documents for marketing plan initiatives, utilising market insights to inform effective briefing.
17. Lead engagement with external agencies and internal stakeholders throughout the briefing, production and execution stages of campaigns and initiatives to meet objectives, deadlines, budgets and deliverables.
18. Coordinate regular reports on team performance against project and marketing plan objectives and channels to inform and refine marketing activities.
19. Ensure deadlines are met, paying strong attention to detail resulting in a high standard of outputs.
20. Track and coordinate marketing budgets, internal financial transfers and invoices as required.

21. Ensure adherence to brand governance in the production and publication of all materials.
22. Carry out, and assist with, miscellaneous activities as requested

## **Selection Criteria**

### **Essential**

1. A tertiary qualification in marketing, communications, business or a related field of study, with a minimum of 3 years' experience in a senior marketing role or similar.
2. Demonstrated brand marketing experience, including a successful track record in developing and implementing integrated creative marketing strategies to meet KPIs;
3. Demonstrated experience in contributing to the development of brand and marketing strategies that encompass the full marketing mix;
4. Demonstrated success in developing, writing and executing briefs and requirements documents to meet business objectives and contribute within a wider marketing framework;
5. Extensive experience in agency relationship management, with the ability to provide leadership and direction to meet marketing objectives;
6. Effective verbal and written communication skills with previous experience in copywriting, creating marketing reports and presenting to a range of audiences;
7. Experience managing production budgets, timelines and resources to successfully plan and deliver marketing campaigns or initiatives;
8. Strong analytical skills, with experience reporting on marketing activity performance;
9. Excellent interpersonal skills, with the ability to positively influence and coordinate Stakeholders (of all levels) across an organisation, from a wide variety of roles;
10. Ability to work autonomously, showing initiative in driving process excellence and results, as well as a team player with the willingness to contribute to leadership and follow direction, in order to meet shared business objectives;
11. Highly organised, with excellent time management skills and strong attention to detail

### **Desirable**

1. Previous experience in the higher education sector
2. Demonstrated experience within a large and complex organisation

## **Work Requirements**

- The occupant of this position will be required to undertake a criminal record check in accordance with the University's Criminal Record Screening Procedure.
- Australian residency or possession of a valid visa with work entitlement in Australia

## **General Obligations**

- While at work, an employee must:
- take reasonable care for their own health and safety and ensure that their acts or omissions do not adversely affect the health and safety of other persons;
- report incidents, injuries and hazards;

- comply with any reasonable instruction that is given by Murdoch University; and
- comply with Murdoch University policies and procedures.

## **Guiding Principles and Values/Code of Ethics and Code of Conduct**

### **Our Values**

- Authenticity
- Integrity
- Respect
- Inclusivity
- Openness

### **Our Principles**

- Act with justice, respect and responsible care.
- Be collegiate and respectful of other points of view.
- Protect academic freedom.
- Be agile, flexible and resilient.
- Make decisions at the most appropriate level.
- Be transparent in decision-making and with information.
- Adopt common approaches to common tasks.
- Be careful stewards of our resources.

All staff will comply with the University's Code of Ethics and Code of Conduct and demonstrate a commitment to its Equity, Diversity and Safety principles and the general capabilities of personal effectiveness, working collaboratively and demonstrating a focus on results.

All Staff complete a Development Review Annually. Details of the University policies on Development Review can be accessed [here](#). A Commencing Development Review should be completed within 3 months of commencement.

*We acknowledge that Murdoch University is situated on the lands of the Whadjuk and Binjareb Noongar people. We pay our respects to their enduring and dynamic culture and the leadership of Noongar elders past and present. The boodjar (country) on which Murdoch University is located has, for thousands of years, been a place of learning. We at Murdoch University are proud to continue this long tradition.*