

Position description

Greater together 

Position title:	Marketing, Promotions and Events Officer
Institute/School/Centre/ Directorate/VCO:	Commercial Services and Technology Parks
Campus:	Mt Helen Campus. Travel between campuses may be required.
Classification:	Within the HEW Level 5 range
Time fraction:	Part-time
Employment mode:	Continuing employment
Probation period:	This appointment is offered subject to the successful completion of a probationary period.
Further information from:	Melanie Coffey, Associate Director, Commercial Services and Technology Parks Telephone: (03) 5327 9848 Email: m.coffey@federation.edu.au
Recruitment number:	JR101195

Position summary

The Marketing, Promotions and Events Officer works as part of the wider Commercial Services Team.

The Marketing, Promotions and Events Officer contributes to the design and creation of marketing, promotional and engagement strategies that increase exposure and ensure optimum usage of Commercial Services facilities. The position is responsible for coordinating and supporting the activities and events of Commercial Services, including representing Commercial Services internally and externally.

Portfolio

The Commercial Services Directorate encompasses residential accommodation, hospitality and conferencing, sports and recreation facilities, children's centres, print services and several other commercial and complementary services. The Directorate delivers a wide range of services across all campuses of Federation University Australia. The focus of these services is to support customer experience as they interact with the University.

Background

At Federation University, we are driven to make a real difference to the lives of every student, and to the communities we serve.

We are one of Australia's oldest universities, known today for our modern approach to teaching and learning. For 150 years, we have been reaching out to new communities, steadily building a generation of independent thinkers united in the knowledge that they are greater together.

Across our University and TAFE campuses in Ballarat, Berwick, Gippsland, and the Wimmera, we deliver world-class

education and facilities. With the largest network of campuses across Victoria, we are uniquely positioned to provide pathways from vocational education and skills training at Federation TAFE through to higher education.

To be successful at Federation University you must be willing to enthusiastically embrace the University's ambition as expressed in the 2021–2025 University Strategic Plan and share the University's values of:

INCLUSION, we celebrate our diversity, particularly valuing Aboriginal and Torres Strait Islander cultural heritage, knowledge and perspectives.

INNOVATION, we are agile and responsive to emerging opportunities.

EXCELLENCE, we act with integrity and take responsibility for achieving high standards.

EMPOWERMENT, we create a supportive environment to take informed risks in pursuit of success.

COLLABORATION, we establish genuine partnerships built on shared goals.

Key responsibilities

1. Contribute to the design and creation of innovative marketing and customer engagement strategies for Commercial Services business units.
2. Coordinate the Commercial Services Promotional Program across all business units.
3. Coordinate the use of social media including, but not limited to Facebook, Twitter, Instagram, Snapchat and YouTube and monitor effectiveness for the entire Commercial Services Directorate.
4. Proactively market the facilities and services of Commercial Services to multiple constituencies, including students, the broader community and conference guests to ensure facilities are utilised throughout the year. This is achieved by attending expos, student forums/meetings/visiting existing and potential customers to promote the services and facilities of Commercial Services and the Federation University Australia.
5. Contribute to developing new business opportunities for Commercial Services by developing and maintaining engagement plans. Contact prospective clients with promotional material; provide quotations for services whilst promoting what Federation University has to offer in terms of business units, services and facilities.
6. Contribute to the organisation of events and activities and represent Commercial Services on University committees such as the Open Day and Orientation Committees.
7. Coordinate Commercial Services activity by:
 - reviewing activities and contributing to ensuring effectiveness and efficiencies;
 - ensuring our facilities meet desired standard of readiness for guests; and
 - checking in conference guests on day of arrival.
8. Contribute to the organisation of larger scale events and projects by liaising with various customer groups and other relevant stakeholders to achieve success in terms of the event, optimal customer satisfaction, customer relationship building and return business.
9. Reflect and embed the University's strategic plan, and operational purpose, priorities, and goals.
10. Embed effective risk management practices to ensure continuous service delivery. Participate in training and exercises to remain prepared for potential disruptions.
11. Undertaking the responsibilities of the position adhering to:
 - the Staff Code of Conduct, Child Safe Code of Conduct, and Conflict of Interest Policy and Procedure;
 - Equal Opportunity and anti-discrimination legislation and requirements;
 - the requirements for the inclusion of people with disabilities in work and study;
 - Occupational Health and Safety (OHS) legislation and requirements; and
 - Public Records Office of Victoria (PROV) legislation.

Level of supervision and responsibility

The Marketing, Promotions and Events Officer works under the general direction of the Associate Director, Commercial Services and Technology Parks and is responsible for the delivery of a range of marketing and customer engagement initiatives connected to Commercial Services activities and facilities. They will also be expected to work independently and as a member of a team. The Marketing, Promotions and Events Officer has the discretion to make decisions within their area and demonstrate sound judgement based on professional expertise in regard to the types of marketing collateral and mediums utilised without referring to their supervisor.

The Marketing, Promotions and Events Officer must also use sound judgement when assisting conference guests, including the capacity to determine the need for referring, delegating or escalating complex issues, including determining the order of priority of problems to be solved. They must also be aware of changes and new initiatives in marketing opportunities, be able to plan and review the effectiveness of projects, be goal-oriented and work effectively within prescribed deadlines.

The Marketing, Promotions and Events Officer will have working knowledge and expertise generated from professional experience in marketing, public relations or hospitality disciplines. They will have demonstrated experience in event and customer relationship management and will possess excellent verbal and written communication skills, the ability to use initiative and excellent interpersonal skills.

Position and organisational relationships

The Marketing, Promotions and Events Officer reports to and works under the Associate Director, Commercial Services and Technology Parks. The Marketing, Promotions and Events Officer will be required to work closely with other staff in Commercial Services including the Coordinators, Commercial Services, Health, Sports and Aquatics and Print and their teams in order to achieve success in the marketing and promotion of Commercial Services activities.

The Marketing, Promotions and Events Officer will work closely with various stakeholders across the University, including Student Recruitment, Health, Sports and Aquatics, Hospitality and Conferencing Services and staff in our Centres for Early Childhood Education in relation to promotion and events such as Open Day.

Key selection criteria

Applicants must demonstrate they are able to undertake the inherent responsibilities of the position as contained in the position description and are able to meet the following key selection criteria:

Training and qualifications

1. Completion of:
 - a degree without subsequent relevant work experience; or
 - an advanced diploma qualification and at least 1 years subsequent relevant work experience; or
 - a diploma qualification and at least 2 years subsequent relevant work experience; or
 - a Certificate IV and extensive relevant work experience; or
 - an equivalent combination of relevant experience and/or education/training.
2. Hold a valid Employer Working with Children Check (WWCC) or hold a current registration with the Victorian Institute of Teaching (VIT).

Experience, knowledge and attributes

3. Demonstrated experience in a busy, complex hospitality/conference/service environment, including the demonstrated ability to exercise initiative, innovation, establishing priorities, and managing often non-negotiable deadlines.
4. Demonstrated experience in organising events, activities and services based on specific client requirements, including a demonstrated understanding of the needs of guests in accommodation and the ability to successfully resolve customer issues.
5. Demonstrated experience in the design and layout of promotional material and publications, including the ability to work accurately and with a high level of attention to detail.

6. Demonstrated ability to plan and review the effectiveness of projects and work effectively within prescribed deadlines.
7. Demonstrated experience in using Microsoft Office software, Adobe Illustrator or similar, Photoshop. Web design experience would be advantageous.
8. Demonstrated working knowledge and application of the Child Safety Standards.
9. Demonstrated knowledge and application of appropriate behaviours when engaging with children, including children with a disability and from culturally and/or linguistically diverse backgrounds.

The University reserves the right to invite applications and to make no appointment.

It is not the intention of the position description to limit the scope or accountabilities of the position but to highlight the most important aspects of the position. The aspects mentioned above may be altered in accordance with the changing requirements of the role.