

## Position Description

### Marketing and Communications Coordinator

Created: 22 October 2022

Reports to: Manager Student Engagement and Communications (MSEC)

Level of supervision: General direction only; day-to-day decision independence.

Position type: Full Time, Ongoing

Level: 4.5

#### Position purpose

The Marketing and Communications Coordinator (MCC) is responsible for increasing the engagement, communication, and marketing capacity of GSA with effective and efficient leadership. In collaboration with MSEC, the role is responsible for brand management and overseeing social media, website, monthly newsletter, website, publications, digital media, merchandise and GSA's on-campus marketing and branding. The role will report to MSEC and coordinate two part time roles, Graphics Officer, and Digital Content Marketing Officer.

The role will also research, plan, and present proposals on how GSA can build awareness of GSA among graduate students.

#### Main tasks

- Create, update, and maintain Communication and Marketing Plans and Strategies to support brand awareness of GSA events, activities, services, policies, advocacy, and campaigns.
- Supervise two staff to complete communication and marketing activities and foster a collaborative and respectful team culture.
- Work closely with all staff, Representative Council and University of Melbourne (UoM) to promote GSA's brand, events, activities, services, graduate groups (grad groups), policies, advocacy, and campaigns.
- Increase GSA's brand awareness in both digital and on-campus environments, including across other UoM campuses.
- Identify opportunities to further engage graduate students and GSA stakeholders in communication and marketing activities.
- Develop proposals for MSEC and the CEO that outline sector trends and options to build engagement and brand awareness among graduate students.
- Ensure communication and marketing activities are relevant, on brand, responsive and timely.
- Coordinate the design and development of GSA's new website.
- Coordinate content and distribution of GSA's monthly newsletter.
- Coordinate content for print material, digital signage and merchandise, and support staff to establish promotional stalls.
- Support the CEO and GSA Board with media releases and public statements.

**Key Selection Criteria**

- Postgraduate degree level, or equivalent, in communications or marketing; or completion of a relevant qualification and subsequent relevant work experience.
- Experience supervising staff to deliver communications and marketing activities.
- Experience with brand management.
- High level verbal and written communication skills with the ability to collaborate with a broad range of stakeholders.
- Demonstrated ability to apply sound organisational and time management skills, including the ability to prioritize and schedule communications, work independently, and as part of a team.
- Excellent interpersonal and communication skills, including experience in writing, editing, and developing social media (graphics) content, for a variety of audiences.
- High level of proficiency in Microsoft Office.
- Working knowledge of developing content for media releases and public statements.
- Strong understanding and/or background in social media platforms such as Facebook, Instagram, LinkedIn, Twitter.

**Please note:** This job description serves to illustrate the scope and responsibilities of the role and is not intended to be an exhaustive list of duties. If requested by management or necessitated by the ongoing development of this role, and wherever reasonable, you will be expected to perform other tasks that are related to this specific position description only, i.e., that relate to a role of a Communications and Marketing Coordinator.

**Acknowledgement**

I certify that I have read, understood, and accept the duties, responsibilities and obligations of my position.

SIGNED BY

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Employee

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Date

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Manager

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Date