

POSITION DESCRIPTION



SECTION A: Position Context

Position Title	Manager, Marketing
Position Grade	M - Manager
Category	Managerial
Campus / Unit	Sarawak Campus – Marketing and Student Recruitment
Term of Appointment	Full-time Appointment
Effective Date	June 2024

Position Purpose

The Manager, Marketing will head the three main portfolio areas of this unit: branding, events, and marketing communications including digital marketing. The Manager is responsible for achieving the set targets and Key Performance Indicators (KPIs) of the unit. The position will work closely with the student recruitment team to assist in the acquisition target for the pre-university and degree qualifications portfolio.

The position is responsible for the leadership, management and development of this unit to develop and implement strategies and tactics which build awareness and preference for Swinburne in domestic and international markets for the purpose of student recruitment.

This is a role that works across the whole University to provide a consistent, cohesive and strategic approach to branding and marketing communications. Areas of responsibilities are inclusive of Branding, Marketing, Media and Public Relations, Publications and Content Development, Events and Communications across domestic and international markets.

The responsibilities include devising and implementing a marketing plan with direct accountability for a sizeable budget, analysing and measuring the effectiveness of lead generation campaigns.

The Manager, Marketing will lead and manage Swinburne Sarawak's media, creative, content and digital agencies and the annual budget for the unit to deliver integrated campaigns which are cohesive, impactful and with a focus on student recruitment and brand health. The position works closely with academic and administrative staff at Swinburne Sarawak, as well as liaises with colleagues at Swinburne Australia to ensure consistency in branding, marketing and the efficient use of global resources.

As the Head of the unit, the position will invest sufficient time in the professional development of the team through mentoring and coaching, whilst ensuring staff in the unit have clear professional development plans and training opportunities.

As Swinburne Sarawak is expanding rapidly, the scope of responsibilities of the position is expected to grow accordingly.

Participation in Committees

The position will be required to participate in relevant committees as and when is needed for the efficient performance of duties and as directed by the Director, Marketing (Interim Line Management); or Pro Vice-Chancellor and Chief Executive Officer – PVC&CEO (Sarawak); or by an authorised personnel.

Supervision Reporting Relationships

<u>This positions'</u> supervisor/manager	Director, Marketing (Interim Line Management), or any other person as assigned by an authorised personnel
Other positions reporting to <u>this</u> position	Assistant Managers; Executives; and Officers (if any assigned).

Location

This position is located at the Swinburne University of Technology Sarawak Campus.

SECTION B: Key Responsibility Areas

The key responsibility areas are the major outputs for which the position is responsible and are not a comprehensive statement of the position's activities.

KEY RESPONSIBILITY AREAS		
1.	BRAND AND COMMUNICATIONS	<ul style="list-style-type: none"> • Lead and manage the development of Swinburne Sarawak brand together with the Director in all domestic and international student markets. • Provide input into the strategic planning relating to branding and brand architecture, as well as marketing communications in various channels. • Work effectively with relevant internal and external stakeholders to drive the University brand across multiple channels. • Collaborate with colleagues in Swinburne Melbourne to ensure brand consistency and compliance. • Liaise and provide advice to student recruitment team with regards to the use of the Swinburne brand in recruitment activities, publications and communications. • Lead and drive the implementation of a sustainable marketing communication strategy that is in line with the University's brand and values. • Develop and implement policies and procedures to ensure the continual refinement and improvement of the communication strategies, materials and services. • Lead the provision of event and communication services in organising marketing and student recruitment events as well as leveraging news coverage of these events.
2.	MARKETING	<ul style="list-style-type: none"> • Lead, implement and manage integrated marketing strategies together with the Director for Swinburne Sarawak in domestic and international markets with a focus on student recruitment outcomes. • Plan and manage digital and online strategies across various platforms and channels. • Provide insights and data to develop effective tactical marketing campaigns leading to high performance. • Lead agency partners to develop and implement marketing campaigns within budget and timelines to achieve set key performance indicators (KPI) and targets. • Lead the development and management of effective and accurate point of sale materials like course guides, scholarship guides, accommodation guides etc. • Track overall marketing performance and provide timely performance reports for each marketing campaign. • Analyse market trends and identify key growth opportunities in both domestic and international markets with a deep understanding of consumer behavior. • Propose, manage, monitor and own annual marketing budget. • Develop and implement clear and consistent brand and marketing guidelines for use by internal stakeholders, and partners with whom Swinburne has strategic alliances.
3.	COMPLIANCE	<ul style="list-style-type: none"> • Understand and comply with the University's rules and regulations especially for Finance related documentation and approvals with regards to marketing campaigns, purchases and travel. • Ensure the University's communication materials are compliant with relevant external statutory requirements. • Ensure the University's partners, representatives and other external parties are similarly compliant.

KEY RESPONSIBILITY AREAS		
4.	STAFF MANAGEMENT	<ul style="list-style-type: none"> • Lead and mentor a group of professionally skilled staff. • Develop performance plans, set KPIs and monitor these against actual performances. • Conduct annual performance reviews.
5.	FINANCIAL MANAGEMENT	<p>In consultation with the Director, to propose and manage the annual budget for including:</p> <ul style="list-style-type: none"> • Cost allocation by area and by activity. • Monitoring of expenditure against budget on a quarterly basis. • Major variance reporting. • Review resource allocation as market conditions change and make recommendations to reallocate resources as necessary.
6.	RELATIONSHIP MANAGEMENT	<p>EXTERNAL</p> <ul style="list-style-type: none"> • Manage the University's relationships with relevant suppliers, agencies, government and statutory bodies, etc. • Develop briefs and tenders and negotiate service level agreements and contracts to ensure the University receives optimal levels of service from these providers. • Ensure that the University's partners follow Swinburne's brand guidelines and established processes to approve all partner marketing that makes reference to Swinburne or is done on Swinburne's behalf. <p>INTERNAL</p> <ul style="list-style-type: none"> • Develop effective working relationships with Faculties, Schools, administrative staff and Swinburne Melbourne to facilitate communications and marketing processes and collaborate on projects where appropriate. • Work closely with Student Recruitment to keep both units updated on activities and to ensure the department's KPIs and targets are met. • Ensure that members of the unit contribute positively and actively to the development of relevant policies and procedures.
7.	OCCUPATIONAL HEALTH AND SAFETY (OHS)	Support the management in the implementation and improvement of OHSMS, and ensure the School operations are in compliance with the relevant OHS legislations and rules.
8.	SWINBURNE VALUES AND CULTURE	<ul style="list-style-type: none"> • Commit to the Swinburne Values. • Conduct work professionally while demonstrating the Swinburne Values at all times. • Assist management in implementing the Swinburne culture and lead the team in embracing the Swinburne Values.
9.	OTHER DUTIES	<ul style="list-style-type: none"> • Advisory role to the University on marketing and communications related issues. • Any other duties as and when required and directed by the Director, Marketing (Interim Line Management); or PVC&CEO (Sarawak); or by an authorised personnel.

SECTION C: Key Selection Criteria

Application letters and/or resumes must address the Qualifications and Knowledge/Experience/Attributes sections under the key selection criteria.

Qualifications: Include all educational and training qualifications, licences, and professional registration or accreditation, criminal record checks etc. required for the position.		Essential / Highly Desirable / Preferable
1.	A Bachelor's degree in communications, marketing, media and/or other related discipline from a recognised institution. Higher level qualification can be considered.	Essential

Experience/Knowledge/Attributes: Required by the candidate to successfully perform the position's key responsibilities.		Essential / Highly Desirable / Preferable
1.	Minimum of five (5) years of relevant working experience including two (2) years of experience in a leadership role or management experience.	Essential
2.	Working experience in marketing, consumer brand and managing a media and creative agency with a demonstrated understanding of the challenges and strategies of managing the agencies.	Essential
3.	Demonstrated expertise in the formulation of integrated annual marketing strategies and tactics.	Essential
4.	A strong understanding of digital marketing concepts and experience in strategy and implementation in the areas of Search, Social, Customer Relationship Management platform (CRM), and Content across paid, owned and earned platforms.	Essential
5.	Excellent written and spoken English with the ability to clearly present ideas.	Essential
6.	Demonstrated experience and ability to manage and mentor staff with a diverse set of skills and personalities.	Essential
7.	Excellent computer skills including advanced knowledge of Microsoft Office software and digital marketing software.	Essential
8.	Excellent interpersonal skills with ability to communicate and negotiate with people at all levels.	Essential
9.	Demonstrated ability to work effectively in dynamic and entrepreneurial environment with the ability to manage and deliver on multiple, time-sensitive projects.	Essential
10.	Ability to act with discretion on matters of confidential nature and manage business stakeholders in a mature and professional manner.	Essential
11.	Ability to work extra hours and on weekends as required to complete assigned tasks towards the achievement of the unit's targets and KPIs.	Essential
12.	Knowledge of the Malaysian and global education system and an understanding of key issues relating to the marketing and provision of private tertiary education in Malaysia and globally.	Highly Desirable
13.	Excellent written and spoken Bahasa Malaysia, Mandarin or Hindi.	Highly Desirable

Applications:

The application must also include a separate document addressing each applicable element of the Key Selection Criteria (as listed in Section C above).