

Position Title	Marketing and Communications Manager, Research
Group/Portfolio	Marketing & Communications
Classification	HEW 7
Position Number	00058113
Reports To	Head of Product Marketing and Academic Partnering
Employment Type	Continuing

1.0 Position Purpose

The Marketing and Communications Manager, Research provides strategic and operational marketing communication advice and support to senior stakeholders within the University's research portfolio, negotiating and influencing the priorities and approach.

They are responsible for the development, delivery and optimisation of targeted marketing and communications strategies that reflect the University's values and are aligned to the University's strategic objectives.

They will work collaboratively across the marketing and communications capability to help solve marketing communication problems and develop and implement marketing, communication and student recruitment initiatives, plans, events, content and campaigns for the research portfolio.

2.0 Eligibility Requirements

- The occupant of this position will hold tertiary qualifications and relevant subsequent experience.

3.0 Key Responsibilities

- Provide advice and work collaboratively with stakeholders and colleagues to develop and execute marketing and communications strategies, plans, campaigns, approaches, events and content, aligned with the strategic agenda.
- Write briefs to leverage multiple channels including, advertising, direct marketing and other promotional materials.
- Advance, manage and protect Griffith University's brand in domestic and international markets.
- Contribute subject matter expertise for cross-functional agile teams working on M&C priorities.
- Contribute to projects across attraction, conversion and product teams as

required, through an agile work model.

- Analyse the internal and external operating environment (markets, products, customer insights, etc.) to advance an insight-driven and evidence-based marketing and communications approach for the research portfolio.
- Consult, negotiate and influence others, managing competing tasks, priorities and stakeholder expectations effectively.
- Ensure that marketing and communications services and solutions meet quality requirements.
- Lead and promote compliance with relevant legislation and University policies and procedures, including equity and health & safety and exhibit good practice in relation to same.
- Be a leading example of the principles and values embodied in the University's Code of Conduct, and behave, act and communicate at all times to reflect fairness, ethics and professionalism.

4.0 Key Capabilities

- Griffith University identifies the attributes of resilience, flexibility, creativity, digital literacy and entrepreneurship as critical to our graduates' success, in the rapidly changing future world of work. We have established a Griffith University Capability Development Framework to provide a common language of some of the non-technical organisation skills that will support our staff to thrive now and into the future. The Capability Development Framework will assist you to understand the current skill level of this position in the non-technical but critical skill domains that are increasingly important in a changing workplace context.

To read about some of the non-technical organisation skills for this position, please see the Leads Self section of our [Capability Development Framework](#).