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| **Position Title** | Senior Marketing and Communications Manager |
| **Group/Portfolio** | Marketing and Communications |
| **Classification** | HEW 9 |
| **Position Number** | 00053853 |
| **Reports To** | Head of Product Marketing and Academic Partnering |
| **Employment Type** | Continuing |

## 1.0 Position Purpose

## The Senior Marketing and Communications Manager provides strategic marketing and communications direction, management support and advice to a specific Academic Group. The Senior Marketing and Communications Manager is responsible for developing, managing and implementing the Group’s marketing and communications plans, aligned to University strategy, to achieve student recruitment, reputation and research objectives.

## The Senior Marketing and Communications Manager is responsible for leading the business partnership between Marketing and Communications and the Academic Group.

## The position reports to the Head of Product Marketing and Academic Partnerships within Marketing and Communications with a dotted line to the Pro Vice Chancellor within the Academic Group.

## 2.0 Eligibility Requirements

* + - The occupant of this position will hold relevant tertiary qualification in Business, Marketing and/or Communications, with significant relevant experience.

## 3.0 Key Responsibilities

* + - Develop, manage and implement the Academic Group’s marketing and communications plans, aligned to the University’s corporate marketing and communications strategy, to achieve student recruitment, reputation and research objectives.
    - Provide strategic marketing direction, support and advice to Pro Vice Chancellor, Deans and Senior Managers within the Academic Group.
    - Manage Marketing and Communications staff and resources to develop, manage and implement all marketing and communications activities.
    - Work in close collaboration with the Head of Product Marketing and Academic Partnering, Group business partner colleagues and other senior colleagues within Marketing and Communications to manage resources, work prioritisation and monitor workflow, output and performance.
* Analyse and evaluate key student, financial and business data to optimise performance of marketing and communications strategies and activities against Group and University strategic objectives
  + - Cultivate and maintain strong relationships across colleagues and stakeholders for the shared goal of delivering on the University’s objectives
    - Lead and contribute to cross-functional project teams working on M&C priorities, including mentoring staff and assuming responsibility for delivery of initiatives.
    - Lead and promote compliance with relevant legislation and University policies and procedures, including equity and AEL & 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 Others section of our [Capability Development Framework](https://intranet.secure.griffith.edu.au/employment/learning-and-development/specialist-programs/capability-development-framework#framework).