

POSITION DESCRIPTION



Marketing & Communications Business Partner

Position Title	Marketing & Communications Business Partner
Classification	HEW 8
Position Number	TBC
School/Office	Office of Future Students, Marketing & Communications
Division	Division of Western Sydney & External Engagement

POSITION PURPOSE

The Marketing & Communications Business Partner provides strategic marketing leadership within a designated faculty, developing and implementing faculty-specific marketing and communications plans that align with the University's overarching recruitment, brand, and engagement strategies.

With a strong product marketing focus, the role ensures that all undergraduate and postgraduate recruitment activity is strategically planned, executed, and measured to deliver on annual intake targets. As a trusted advisor to faculty leadership and academic staff, the Business Partner identifies opportunities, manages risks, and guides evidence-based decision-making to strengthen the faculty's market position.

Operating as the primary conduit between the faculty and the University's central marketing functions, the Marketing & Communications Business Partner collaborates across content, creative, paid media, and digital teams to ensure cohesive campaigns, compelling content, and an optimised digital presence. This role is central to embedding a faculty's voice into university-wide strategies while maintaining brand consistency and strategic alignment.

KEY ACCOUNTABILITIES

Strategic Planning and Performance Reporting

- Develop annual faculty marketing and communications plans aligned to university recruitment and brand strategies, with a clear focus on UG and PG student recruitment outcomes across all intakes.
- Prepare quarterly performance reports analysing campaign results, lead and lag indicators, market trends, and university-level context for product performance.
- Translate performance insights into actionable recommendations for continuous improvement.

Faculty Engagement and Strategic Advisory

- Provide high-level marketing and communications advice to faculty leadership and academic staff, identifying market opportunities, risks, and growth potential.

- Champion a collaborative approach that ensures faculty priorities are represented in university-level planning.

Campaign and Project Leadership

- Lead the delivery of faculty-specific campaigns and projects, ensuring key product selling points are effectively communicated through the most relevant channels (digital, paid, social, and events).
- Act as the faculty's primary liaison with the Paid Media Manager to shape paid media strategies and ensure effective campaign activation.
- Create detailed campaign briefs and work with the Content, Creative & Communications team and the Digital Operations team to deliver impactful marketing outputs.

Digital Presence and Brand Management

- Partner with the Digital Operations and Website teams to manage and enhance the faculty's web presence, ensuring course and faculty content is accurate, compelling, and differentiated.
- Ensure all communications comply with brand, tone, accessibility, and quality standards.

Data-Driven Decision-Making

- Monitor campaign and channel performance using market research and analytics.
- Apply data insights to refine strategies, allocate resources effectively, and enhance recruitment results.

Event Marketing Coordination

- Coordinate faculty representation at university-led recruitment events, including Future Student Engagement activities and key strategic promotional opportunities.

QUALIFICATIONS, EXPERIENCE AND SKILLS

- A degree in marketing, communications, business, or a related field, or extensive relevant experience at a management level.
- Demonstrated success in developing and delivering strategic marketing plans with measurable outcomes in a complex organisation.
- Strong product marketing expertise, with the ability to position offerings to target audiences effectively.
- Proven ability to influence and engage senior stakeholders, providing high-level strategic advice.
- Strong hands-on experience in campaign and project management, balancing multiple priorities under tight timeframes.
- Exceptional communication, negotiation, and relationship management skills.
- Demonstrated ability to use data and analytics to inform decision-making and improve performance.

KEY RELATIONSHIPS

- **This position reports to:** Marketing Manager, Product & Domestic
- **This position supervises:** Nil

Internal:

- Faculty staff (professional and Academic)
- Content, Creative & Communications team
- Digital Operations team
- Paid Media Manager

- Future Students and other recruitment-focused teams

External:

- Creative and media agencies
- Marketing and recruitment partners
- Event suppliers and industry networks

CHALLENGES

- Managing multiple content requests while maintaining brand, accessibility, and quality standards.
- Coordinating between diverse stakeholders with varying technical capabilities and expectations.

UNIVERSITY EXPECTATIONS

The University expects that all employees are aware of, and comply with legislation and Western's policies and procedures relevant to the position, including but not limited to:

- Code of Conduct
- Work Health and Safety and Wellbeing Management System
- Enterprise Agreement or Award
- Anti-discrimination principles, Equal Employment Opportunity and staff and student equity.

Approved by:

Date: