

# POSITION DESCRIPTION

## Communications Coordinator



Position Title	Marketing Operations Coordinator
Classification	Level 7
Position Number	TBC
School/Office	Office of Future Students, Marketing & Communications
Division	Division of Western Sydney & External Engagement

### POSITION PURPOSE

The Marketing Operations Coordinator is responsible for coordinating high-level operational and project support to the Director, Marketing. The role supports the Director in delivering strategic marketing initiatives by managing priority projects, overseeing procurement and financial administration, and maintaining team-wide operational systems. This position ensures the smooth functioning of the marketing team by implementing efficient administrative processes, maintaining oversight of procurement and asset management, and providing proactive, professional support in line with university protocols.

The role is critical to enabling the Director, Marketing to meet strategic goals and project outcomes while fostering an agile, collaborative and service-oriented culture.

### KEY ACCOUNTABILITIES

- Coordinate the operations of the marketing team including the oversight of a Marketing Resource Management tool and other key systems that manage and report on the operations of the broader marketing team.
- Coordinate activities that foster collaboration and connection of the marketing team aiding in a peer supported high performance marketing team.
- Coordinate and lead strategic and operational marketing projects, ensuring effective planning, tracking, and completion in collaboration with key stakeholders and project leads.
- Provide high-level operational support to the Director, Marketing, including proactive follow-up on actions, workflow management and coordination of deliverables across the team.
- Manage and monitor the marketing budget and procurement processes, including managing cost centres, reviewing expenditure trends, drafting procurement plans, processing corporate

card transactions, and raising purchase orders.

- Maintain and optimise the team's administrative and operational processes, including documentation systems, project tracking tools, procurement workflows, asset registers, and office resources.
- Develop reports, dashboards, and analysis to support informed decision-making by the Director, including interpreting data on project delivery, budget performance, and resourcing.
- Facilitate internal communications and collaboration, acting as a liaison point between the Director and internal teams to ensure alignment of work, deadlines, and strategy.
- Champion a high-performance culture by supporting the implementation of process improvements, collaborative planning, and a proactive, values-led working environment.
- Lead the coordination of team-wide meetings, workshops, and initiatives, including agendas, and follow-up on key actions.

## QUALIFICATIONS, EXPERIENCE AND SKILLS

- Relevant tertiary qualifications and/or equivalent experience in project coordination, business operations, or administrative support in a large, complex organisation.
- Proven experience in project coordination, reporting and operational support, ideally in a marketing or communications context.
- Strong financial administration skills, including experience with budget monitoring, expenditure reporting, and procurement systems.
- High-level written and verbal communication skills, including preparation of briefings, papers, reports, and executive correspondence.
- Demonstrated ability to manage competing priorities and work under pressure with minimal supervision.
- Strong interpersonal skills and the ability to build relationships and collaborate across multiple teams and levels of management.

## KEY RELATIONSHIPS

- **This position reports to:** Director, Marketing
- **This position supervises:** Nil
- **Key internal relationships:**
  - Internal Marketing team
  - Executive Coordinator
  - Chief Marketing Officer
  - Schools/Divisions
- **Key external relationships:**
  - Partner organisations and external stakeholders engaging with the University

## CHALLENGES

- Managing concurrent projects and tasks within tight timelines across a dynamic team structure.
- Balancing the need for both strategic oversight and detail-oriented administration.
- Navigating complex procurement and financial processes while ensuring compliance.
- Responding to shifting priorities and evolving stakeholder needs in a fast-paced marketing environment.

## 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:**