

POSITION DESCRIPTION



Marketing & Events Officer

Position Title	Marketing & Events Officer
Classification	HEW Level 5
Position Number	TBC
School/Office	Faculty
Division	Provost

POSITION PURPOSE

The Marketing and Events Officer plays a key supporting role in delivering the faculty's student recruitment objectives. Reporting into the Operations Manager but also with a dotted reported line to the Marketing & Communications Business Partner (within the central marketing team), this position is responsible for coordinating marketing activities, facilitating the production of compelling content and assisting in the execution of annual recruitment plans for undergraduate and postgraduate programs. The role works closely with faculty academics, professional staff, and central marketing teams to ensure that marketing initiatives and engagement activities are consistent with brand guidelines and effectively engage target audiences.

The position also supports the planning, coordination, and delivery of faculty and centrally led events, including Open Days, recruitment fairs, information sessions, orientation activities and other engagement initiatives. The Marketing and Events Officer will contribute to the promotion of these events through multiple channels, ensure smooth logistical execution, and assist in post-event evaluation to improve future outcomes.

This role forms part of the broader professional staff Faculty team, and as such may be required to collaborate and support across multiple schools, and other teams within the Faculty as needed.

KEY ACCOUNTABILITIES

1. Assist the Faculty General Manager, Operations Manager and Marketing & Communications Business Partner in delivering the faculty's annual marketing and recruitment plan.
2. Coordinate marketing activities, including content development for print, digital, and social media platforms, utilising the University's Marketing Self-Service tools (primarily Adobe Express).
3. Support faculty-based campaigns and initiatives designed to attract prospective students and engage existing students.
4. Plan and deliver faculty-specific events, ensuring alignment with University branding, recruitment objectives, and stakeholder expectations.

5. Liaise with central marketing and events teams to align faculty initiatives with University-wide activities and campaigns, including assisting with faculty representation at key recruitment events such as Open Day and Orientation.
6. Develop promotional collateral for events and recruitment activities, in collaboration with relevant teams.
7. Monitor and report on the effectiveness of marketing activities and events, using feedback and data to inform continuous improvement.
8. Maintain brand standards across all communications and event materials.
9. Maintain effective working relationships with academic and professional staff, as well as external partners.
10. Provide administrative support for communications and marketing activities, including scheduling, logistics, and documentation.
11. Support website updates and social media management to ensure timely and accurate content delivery.
12. Assist with content creation and event promotion across digital and physical channels.
13. Collaborate closely with embedded Business Partners and central marketing and communications teams to ensure consistency and alignment across campaigns.
14. Undertake other associated duties (commensurate with the level of this position) as reasonably required from time to time.

QUALIFICATIONS, EXPERIENCE AND SKILLS

1. Relevant tertiary qualifications in Marketing, Communications, Event Management, or a related field, or equivalent relevant experience.
2. Experience in planning and delivering events from conception to evaluation.
3. Demonstrated skills in marketing coordination, including developing and publishing content for various channels (print, web, social media).
4. Strong organisational and time management skills, with the ability to manage multiple priorities to deadlines.
5. Excellent written and verbal communication skills, with a keen eye for detail.
6. Ability to work collaboratively in a team environment and build relationships with diverse stakeholders.
7. Proficiency in Microsoft Office Suite and familiarity with digital marketing tools and platforms.

KEY RELATIONSHIPS

- **This position reports to:** Operations Manager for Health with a dotted reporting line to Marketing & Communications Business Partner
- **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: