



## POSITION DESCRIPTION

<b>JOB TITLE</b>	Brand & Communications Manager
<b>BUSINESS UNIT</b>	Brand & Marketing
<b>REPORTING TO</b>	General Manager, Operations
<b>LOCATION</b>	UNE Life HQ
<b>CLASSIFICATION</b>	Award free
<b>DATE</b>	April 2022

### PURPOSE OF THE POSITION

The Brand & Communications Manager will increase the reach and impact of UNE Life's profile and visibility through the delivery of high value and influential marketing, communications and PR in the UNE and wider community.

With a specific focus on the creation and placement of print and digital media, and website content management, the role will work across UNE Life to develop and implement a consistent approach to brand and communications and play an integral role in the development of programs, partnerships and funding opportunities across different business units.

### ORGANISATIONAL CONTEXT

UNE Life is a wholly owned, not-for-profit entity of the University of New England independently governed by a Board of Directors and managed by a Director. We are a business dedicated to enhancing the experience of our students, staff and community through the provision of quality and innovative service both on-campus and off campus in the wider Armidale community.

UNE Life is divided into five (5) business units:

- Commercial Services - incorporating our retail outlets, restaurant and cafes, catering and cinemas businesses.
- Sport UNE – incorporating our gym, on campus sporting facilities, and recreational facilities/activities.
- Safety, Security & Information/Event Management.
- Corporate Services – finance, governance, information management and human resources.
- Student Experience – Clubs and Societies, incorporating TuneFM (student radio) and Advocacy & Welfare services.

Our success to date has been built upon our ability to deliver a financially viable business whilst maintaining a relentless focus on performance and service excellence.



## KEY ACCOUNTABILITIES

- Create and/or approve marketing elements such as logos, advertising media, and messaging, and coordinate with UNE Life business unit managers on appropriate branding, including uniform requirements.
- Build effective partnerships with UNE Life business units, to aid in the design and delivery of marketing campaigns for varied programs and activities.
- Maintain UNE Life website as a single source of truth and ensure accurate information published in a timely manner.
- Develop professional written communication on behalf of UNE Life and its business units for a variety of activities and purposes, both corporate and creative.
- Effectively develop communications streams to promote UNE Life activity within the University and wider community, including the consideration of new methods to reach our audience.
- Create and/or source graphic design solutions for UNE Life its business units, from small print assets to multi-dimensional digital campaigns.

## LEADERSHIP ACCOUNTABILITIES

- Contribute to the development of strategic and operational plans.
- Manage accountabilities and deliverables within prescribed budget parameters.
- Espouse UNE Life values
- Ensure UNE Life meets its legislative/compliance obligations
- Develop and maintain effective relationships, alliances and networks within the community.

## KEY RELATIONSHIPS

- Direct Reports:
  - Social Media & Digital Content Coordinator
- External Stakeholders
  - Suppliers
  - Contractors
  - Clients
  - Service End Users
- Internal Stakeholders:
  - UNE Colleagues
  - UNE Life Colleagues

## SELECTION CRITERIA

1. Relevant Tertiary qualifications and/or equivalent demonstrable experience and skillset
2. Demonstrated interpersonal, listening and written communication skills with the ability to develop and maintain networks and contacts and relate to stakeholders.
3. Demonstrated experience with web content management systems (i.e. Wordpress) and other online platforms that may relate to this position (i.e Mailchimp, SurveyMonkey).
4. Knowledge and demonstrable experience in, or willingness and capacity to learn, Adobe Creative software, specifically InDesign, Photoshop, and Illustrator
5. Exceptional attention-to-detail and appreciation for high-impact marketing material/assets
6. Demonstrated interpersonal, listening and written communication skills with the ability to develop and maintain networks and contacts and relate to stakeholders.



7. Proven organisational skills including the ability to assess priority of tasks, manage workload and meet multiple (or conflicting) deadlines.
8. Demonstrated ability to be flexible, agile, to work proactively and cooperatively to build productive working relationships.

## SPECIAL REQUIREMENTS

1. Willingness to work weekends and nights
2. Current driving licence and the ability to travel between sites as required.

## POSITION DIMENSIONS

### Work Health and Safety Statement

Cooperate with all health and safety policies and procedures and take all reasonable care to ensure actions do not impact on the health and safety of staff, students, visitors and members of the public.

### Equal Employment Opportunity

Ensure that the principles of equal employment opportunities are implemented promoted and adhered.

## CHALLENGES

Major challenges facing the position are,

- Delivering consistent services and support across multiple locations/businesses.
- Able to work under pressure, think laterally, react quickly and flexibly and manage competing priorities.

## EMPLOYMENT AGREEMENT

As the incumbent of this position, I have read the position description, understand its contents and agree to work in accordance with the requirements of the position.

Signatories	Name	Signature	Date
Staff member			
Supervisor			

