APPLICANT INFORMATION PACKAGE

Quad 2, 6 Parkview Drive
Sydney Olympic Park NSW 2127
Locked Bag 112, Silverwater NSW 2128
1300 ASK UAC (1300 275 822)
from mobiles: (02) 9752 0200
uac.edu.au

ACN 070 055 935 | ABN 19 070 055 935

UNIVERSITIES ADMISSIONS CENTRE.

Thank you for your interest in applying for the Campaign Officer position with the Universities Admissions Centre (UAC). This package is designed to provide you with information about UAC's recruitment process and general conditions of employment.

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SNAPSHOT OF EMPLOYEE BENEFITS

Work-life balance



- Short 7-hour day (35-hour week), with an hour for lunch, Monday to Friday.
- Employees who work more than the standard 35-hour week are entitled to overtime pay.
- Flexible work arrangements.

Generous leave entitlements

50 days sick leave with conditions 

Family & community services leave 

Study support leave 

Concessional days 

Rostered Day Off (RDO) system: accumulate 1 day off every 4 weeks

Above-standard employer superannuation contributions

UAC permanent employees	**17%**	UAC fixed-term (17% after 12 months' service)	**10%**
Casual employees	**10%**		

Competitive remuneration



We reward our staff for their hard work with competitive remuneration and salary packaging benefits.

	Total annual salary
Campaign Officer (12 month fixed-term appointment)	$84,542 - $94,737 pro rata

Health and wellbeing



Our employees enjoy a range of health and wellbeing initiatives to support their physical and mental health:

- annual health checks and flu vaccinations
- periodic massages
- yoga and mindfulness classes
- free counselling service
- membership of an exclusive benefits program with unique offerings across a range of venues, recreational facilities and eateries at Sydney Olympic Park.

READY TO APPLY?

Email us your:

1. cover letter and resume
2. written response addressing the selection criteria listed in the Position Description
3. copies of relevant qualifications (if available).

POSITION DESCRIPTION

POSITION TITLE:	Campaign Officer
HEW LEVEL:	Grade 5
DEPARTMENT/UNIT:	Marketing and Engagement
SUPERVISOR/ MANAGER:	Campaign Coordinator
WRITTEN BY:	Nicole Swanson, Communications and Digital Marketing Manager
DATE WRITTEN:	June 2021
INCUMBENT:	
APPROVALS:	Kim Paino General Manager – Marketing and Engagement

1. BACKGROUND INFORMATION

UAC – the Universities Admissions Centre – is at an exciting stage in its history. Established in 1995 and owned by universities in NSW and the ACT, UAC is now the largest tertiary admission centre in Australia and a leader in technology platforms and innovative solutions for the higher education sector.

UAC's mission is to provide equity of access to higher education, central to which is a strong belief in the value of education and lifelong learning. UAC is not-for-profit and driven by a strong culture of service – to students and schools, higher education institutions and the wider community.

UAC's Marketing and Engagement Department is responsible for the delivery of comprehensive information about university admission to applicants, the public and the media. UAC adopts a strong multi-channel approach (print, website, media releases, corporate and marketing communications, external presentations, community engagement and customer service). The work of the Marketing team is increasingly focused on a digital-leading strategy to reflect shifting trends in information consumption.

The Department is managed by the General Manager, Marketing and Engagement who is supported by 19 permanent members of staff and approximately 8 staff appointed on fixed-term contracts. Casual staff members are also employed as required.

UAC Reach is a service allowing clients to engage directly with UAC applicants offering display advertising, email and SMS campaigns, and sponsored content.

For further information about UAC's structure and functions, see UAC's People & Culture Unit.

2. JOB PURPOSE

The Campaign Officer supports the growth of Reach, by assisting the Campaign Coordinator with the day-to-day operations and implementation of the campaign strategies.

The Campaign Officer is the first point of contact for various internal and external stakeholders seeking information and/or requests relating to Reach and plays an important role in ensuring all campaign

meetings and workshops are organised in an efficient and professional manner.

The Campaign Officer will also assist in implementing UAC's social and paid media strategy, working with the team to ensure activities are in line with UAC's broader marketing strategy and policies.

3. REPORTING AND OTHER RELATIONSHIPS

The Campaign Officer reports to the Campaign Coordinator. The position will have no direct reports.

The Campaign Officer must develop strong and effective working relationships and partnerships with both internal and external stakeholders and commercial clients.

Within UAC, the Campaign Officer operates within a flexible and collaborative team-based environment. The position works with the staff from other Departments at UAC.

4. DIMENSIONS

UAC currently provides a wide range of admissions-based services to more than 30 clients, including 13 member institutions. Participating institutions are predominantly based within NSW and ACT, but a number are located interstate.

The prime orientation is undergraduate admissions with complementary services also provided for postgraduate and international markets. Currently over 180,000 applications are received annually with 120,000 plus offers of admissions being generated.

UAC also develops bespoke services to meet the specific needs of individual institutions, including a white-labelled online application portal (UAC Connect). Currently, over 90,000 direct applications are processed annually via the bespoke portal model and this source of business is expected to continue to grow in the coming years.

In addition, UAC has launched several new strategic initiatives in recent years, including inbound international admissions (Agent Access), targeted digital marketing (Reach) and a national academic credit management program (Advance).

5. MAJOR TASKS

1. Provide marketing and administrative support for all Reach campaigns. This includes completing booking forms, preparing material specifications, checking client content, scheduling campaigns and liaising with accounts on invoicing.

2. Track and monitor campaign performance and maintain relevant reporting. This includes performing post campaign reviews and reports to provide best practice insight for future campaigns.

3. Create content for marketing collateral, and maintain the Reach website.

4. Organise and coordinate meetings and workshops. This includes preparing client presentations and sales support content for the promotion of Reach for the Business Solutions team.

5. Produce engaging pieces of content, schedule posts and monitor the UAC social media channels.

6. Contribute to the development and delivery of UAC marketing and advertising campaigns, writing and producing copy, and designing content for use in those campaigns.

7. Other marketing and corporate communications duties as required.

6. PRINCIPAL ACCOUNTABILITIES

The Campaign Officer is accountable for:

1. Providing quality and timely support in developing and delivering high performing campaigns for UAC and Reach clients.
2. Collaborating with internal and external clients to produce campaigns that meet their needs.
3. Ensuring the UAC social media channels adhere to all relevant UAC guidelines and policies, and that information presented through social media is accurate, up-to-date, timely and consistent with other UAC messages.
4. Maintaining effective working relationships both externally (through professional client liaison) and internally (through appropriate team participation).

7. CHALLENGES AND CONSTRAINTS

The Campaign Officer must ensure that work is delivered within strict timelines. External factors may disrupt planned worked schedules; the Campaign Officer must therefore be able to balance workload and priorities accordingly.

UAC operates in an environment susceptible to change from a number of external sources in the higher education sector. The Campaign Officer must keep up-to-date with those changes, to ensure that accurate and relevant information is provided to applicants and the public.

8. EDUCATION AND EXPERIENCE

A relevant degree or an equivalent combination of relevant experience and/or education/training.

9. SELECTION CRITERIA

Essential

1. A degree in marketing, PR, communications, journalism or a related field or an equivalent combination of relevant experience and/or education/training.
2. Experience in planning, developing, publishing and reporting on marketing and social media campaigns.
3. High level computer skills, with experience using a variety of platforms such as Salesforce for client management, Campaign Monitor for email campaigns, Adobe Creative Cloud for content marketing.
4. Demonstrated ability to create high quality marketing content to support sales and marketing.
5. High level organisational and project management skills, with the ability to work under pressure, meet deadlines and respond to changing priorities.
6. Excellent interpersonal and communication skills, with the ability to work within a team environment and liaise effectively with internal and external clients.
7. Understanding of and commitment to the principles of anti-discrimination and equal employment opportunity, work health and safety and anti-bullying legislation and the application of these principles in the workplace daily.

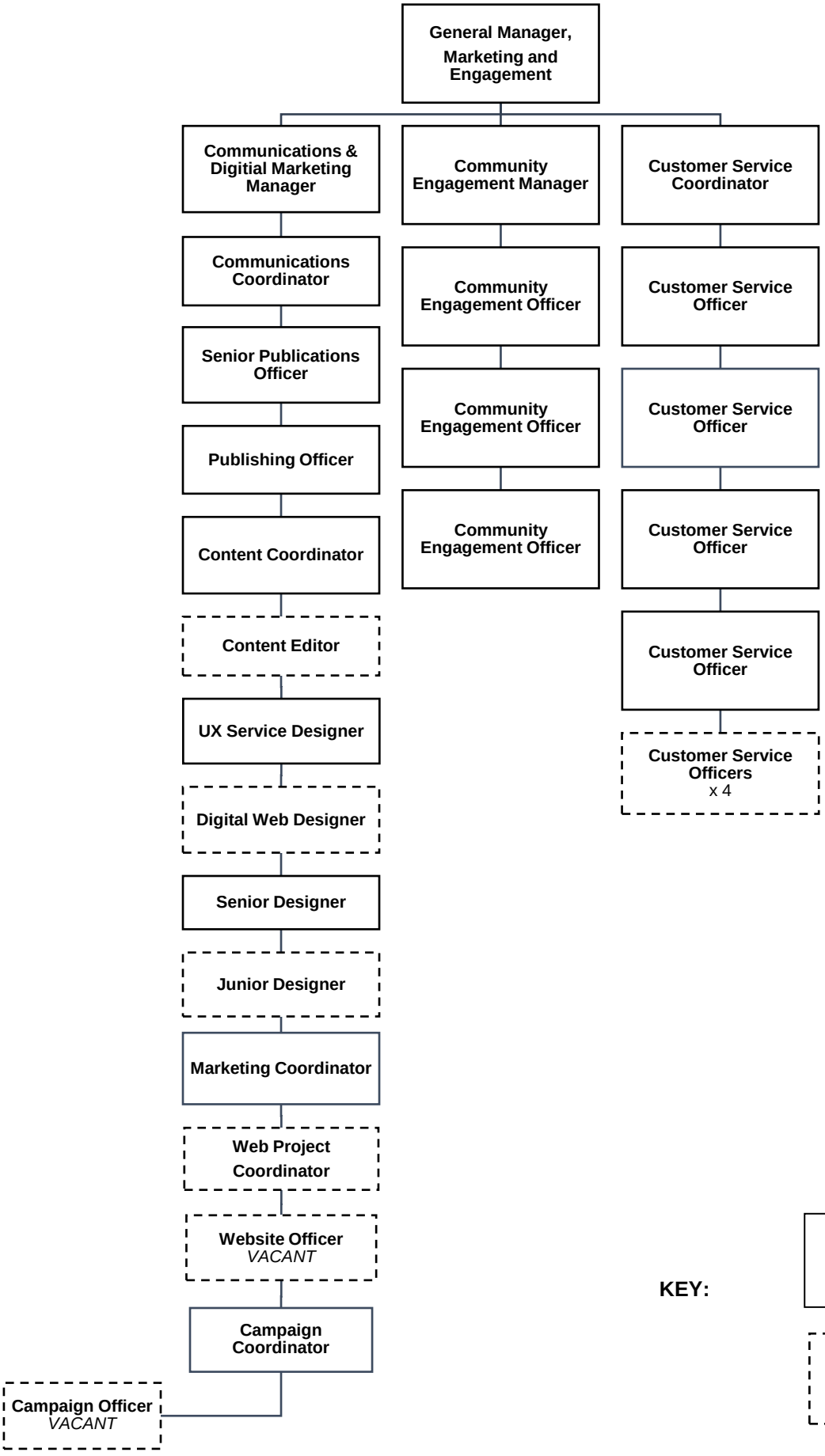
Desirable

1. An understanding of the Tertiary Education Sector and role of UAC.
2. Experience using Google Ad Manager and Google Analytics.

EMPLOYEE _____ **DATE**_____

UAC

Marketing and Engagement Organisational Chart 2020/21



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PRIVACY STATEMENT

1. In applying for this position, you have provided UAC with personal information so that your application can be assessed.

2. It is possible that we may disclose information provided in your application to a third party such as a referee, or members of a selection committee.

3. If you provide us with the personal information of others (for example a referee's details), we encourage you to inform them that you are disclosing that information to us, and that UAC does not usually disclose their information to a third party.

4. In due course after the completion of this selection process, the personal information that you have provided will be destroyed, unless you make an application for your personal information to be returned to you.

5. If you seek feedback because your application is unsuccessful, in some circumstances information may be denied. For example if access would have an unreasonable impact on the privacy of others.

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