APPLICANT INFORMATION PACKAGE

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UNIVERSITIES ADMISSIONS CENTRE.

Thank you for your interest in applying for the Marketing 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 including remote work.

Generous leave entitlements

50 days sick leave with conditions 

Family & community services leave 

Study support leave 

Concessional days 

Above-standard employer superannuation contributions

UAC permanent employees	**17%**	UAC fixed-term	**17%**
Casual employees	**10%**		

Competitive remuneration



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

	Total annual package
Marketing Officer (12 month fixed-term appointment)	$91,205 – $102,203 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
- 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:	Marketing 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:	May 2022
INCUMBENT:	
APPROVALS:	Kim Paino General Manager – Marketing and Engagement

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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.

2. JOB PURPOSE

The Marketing Officer contributes to the development and delivery of marketing content for UAC in line with UAC's marketing strategy and policies The Marketing Officer plays a key role in translating the needs of UAC and its clients into appealing marketing content.

The Marketing Officer works to uphold the reputation of UAC, by 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 Marketing Officer reports to the Campaign Coordinator. The position will has no direct reports.

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

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

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 a total of 184,000 applications are received annually.

UAC also develops bespoke services which meet individual institutions specific needs, including a bespoke online application portal. Currently, over 106,300 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, as part of our growth strategy UAC has developed several new business lines in recent years, including the Reach marketing platform, a national academic credit management program (Advance), a National Credentials Platform (CredNet), and a Microcredentials Marketplace (MicroCredSeeker). All of these are important contributions to our goal of facilitating participation in lifelong learning.

5. MAJOR TASKS

1. Research, plan and produce digital marketing campaigns.
2. Research, plan and produce engaging pieces of content, schedule posts and monitor the UAC social media channels in accordance with the social media strategy and guidelines.
3. Work closely with internal clients and the wider marketing team to produce a range of marketing collateral for customers and stakeholders.
4. Assist in the development of other digital content, EDMs and advertising for and in consultation with commercial clients.
5. Assist with the editing and proofreading of UAC printed and online content as required.
6. Other marketing and corporate communications duties as required.

6. PRINCIPAL ACCOUNTABILITIES

The Marketing Officer is accountable for:

1. Delivering marketing material that is relevant, accurate, interesting and timely.
2. 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.
3. Working with internal and external clients to produce collateral that meet their needs.
4. Ensuring that appropriate marketing collateral is available for various teams.
5. Maintaining effective working relationships both externally (through professional client liaison) and internally (through appropriate team participation).

7. CHALLENGES AND CONSTRAINTS

The Marketing Officer must ensure that work is delivered within strict timelines. External factors may disrupt planned worked schedules; the Marketing 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 Marketing Officer must keep up-to-date with those changes, to ensure that accurate and relevant information is provided to applicants and the public.

The Marketing Officer must also keep abreast of internal processes and changes at UAC, and ensure that any information provided to applicants and the public, regardless of its source, is accurate and reflects any relevant changes.

8. EDUCATION AND EXPERIENCE

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

9. SELECTION CRITERIA

Essential

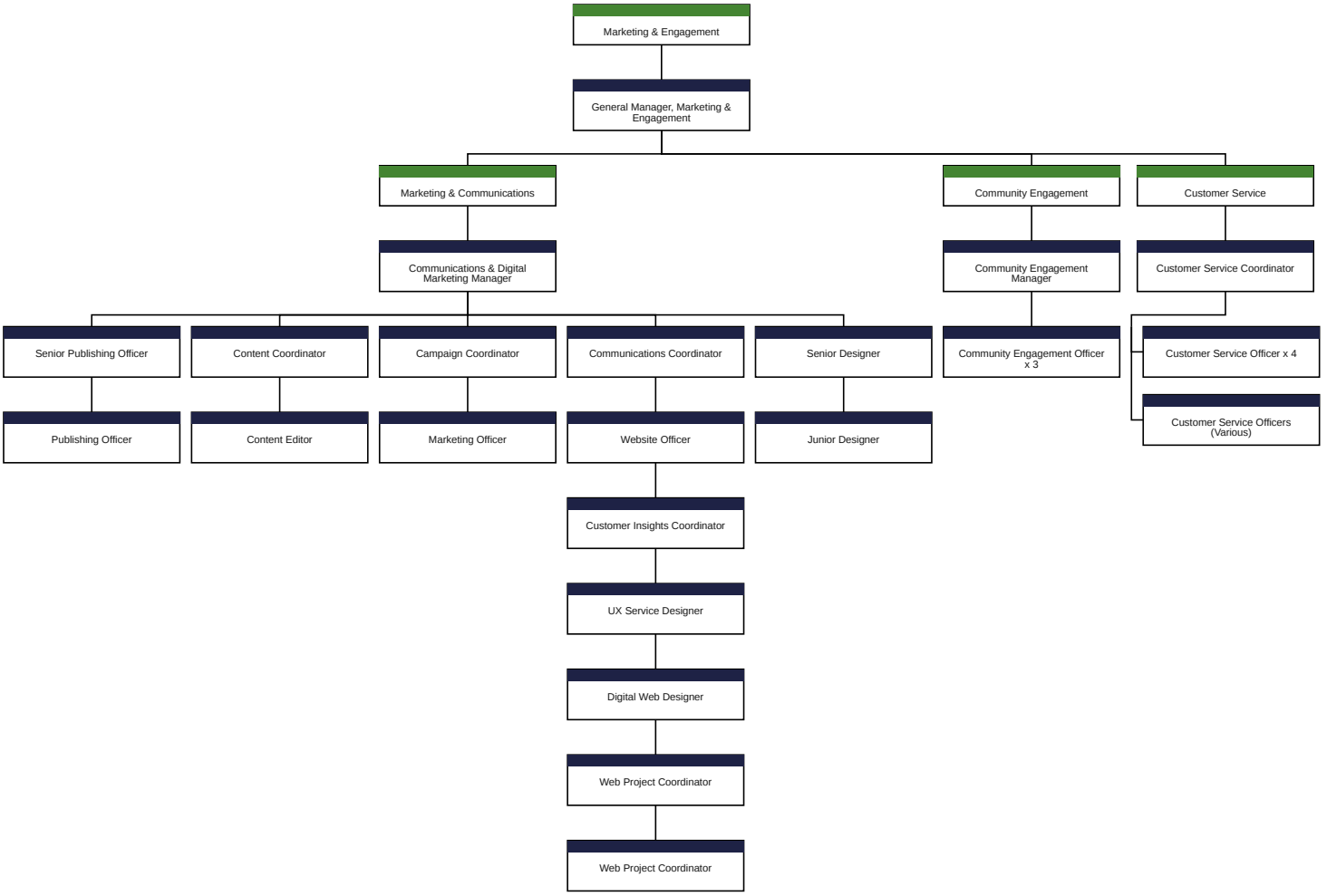
1. A degree in marketing, PR, communications, journalism or a related field with subsequent relevant experience and/or an equivalent combination of relevant experience education/training.
2. Experience in planning, developing, publishing material for marketing campaigns.
3. Outstanding writing and editing skills in a variety of media, with exceptional proofreading skills and attention to detail.
4. High level computer skills, including extensive experience using the Microsoft Office and Adobe Creative Suite.
5. Demonstrated ability to use initiative and independent judgment and work in a self-directed manner.
6. High level organisational and project management skills, with the ability to work under pressure, meet deadlines and respond to changing priorities.
7. Excellent interpersonal and communication skills, with the ability to work within a team environment and liaise effectively with internal and external clients.
8. 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_____

Marketing and Engagement Organisation Chart 2021/2022



Confidential - Property of UAC

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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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