

Position Description

<i>Position Title:</i>	Marketing Manager, Domestic
<i>Reports to:</i>	Group Executive Business Development and Marketing
<i>Division:</i>	Business Development and Marketing
<i>Location:</i>	Mathews Building, Main Campus
<i>Date:</i>	March 2010
<i>Reference:</i>	10-1178

JOB PURPOSE

To assist the development of a targeted, explicit marketing culture within UNSW Global. There will be two main areas of focus for this role:

1. Working with the Group Executive Business Development and Marketing to take a lead role in developing integrated marketing strategies, plans and activities across UNSW Global.
2. To have hands-on ownership of domestic Australian marketing programmes, working with UNSW Global Group Executives to identify and achieve specified levels of business performance.

ENVIRONMENT

UNSW Global is the not-for-profit international education, training and consulting company of the University of New South Wales (UNSW). Established in 1999, the company is a wholly-owned enterprise of UNSW. The company has a specific brief to support the commercial activities of the University and to provide educational activities in the non-degree market. UNSW Global seeks to leverage and enhance the UNSW brand in all its activities, well beyond the University's national and regional boundaries and borders.

UNSWG currently operates two types of business: Direct Services and Managed Services.

Direct Services currently comprise three Business Groups:

- UNSW Foundation Studies
- UNSW Institute of Languages (UNSWIL)
- Educational Assessment Australia (EAA)

Managed Services comprises four Business Groups:

- UNSW Study Abroad
- UNSW Global Training

- UNSW Global Consulting and Expert Opinion Services
- UNSW Global Networks and Recruitment

The Business Groups are supported by a Corporate Services group with responsibility for financial management and reporting, human resource management, business development, marketing and communications, student services and support, IT and facilities management and corporate governance.

The Business Development function within Corporate Services currently has responsibility for identification and establishment of new business ventures in conjunction with University Faculties.

The Company's offshore network function manages the University's offshore operations in Hong Kong, India, Singapore, Thailand and Vietnam. This responsibility includes the management of the student recruitment firm Australian Education Consultancy Ltd (AEC) in Hong Kong.

The company has approximately 290 FTE staff and an annual turnover in excess of \$70 million.

MAJOR TASKS

- Lead the marketing of UNSW Global Business Groups in Australian markets.
- Develop and implement marketing strategies and plans for identified target audiences and markets.
- Responsibility will range across all Business groups, but there will be particular emphasis on opportunities with UNSW Global Training, UNSW Global's junior/middle management training company, UNSWIL domestic offerings (including Modern Languages, Language Teacher Education and Migrant English).
- Plan and execute participation in marketing events.
- Work with Marketing Communications to develop relevant and targeted promotional material and collateral.
- Provide evaluation of effectiveness of marketing activity undertaken.
- Identify clients/partners and develop productive business relationships in key market sectors.
- Identify and capture business growth opportunities in new and existing markets.
- Understand and communicate value propositions, relative importance of main marketing elements and the range of competitor activity.
- Design, brief and manage market research and customer survey programmes.
- To manage and implement a competitor monitor for UNSW Global business groups.
- Contribute to and advise, as a member of the marketing team, on issues relating to strategy, planning, marketing, product development and quality standards.
- Assist with the development of strategic plans to strengthen UNSW Global's position in the educational and training marketplace.

ACCOUNTABILITY OBJECTIVES

- Achievement of demanding revenue targets from chosen products.
- Identify and capture market development opportunities.
- Provision of accurate and timely reports to the Group Executive as required.
- Support the activities of business groups within UNSW Global
- Coordinating of identified activities by Business Groups and integration in the Marketing Plans.

REPORTING RELATIONSHIPS

The Marketing Manager, domestic is required to work closely with:

- The Group Executive, Business Development and Marketing
- Marketing Communications Manager
- UNSW Global Group Executives
- UNSW Global marketing staff

At UNSW level the Marketing Manager, Domestic will liaise with faculties (including the AGSM) and marketing staff as appropriate.

Supervisor's Title:	Group Executive, Business Development and Marketing
Positions reporting to this position:	None

CONSTRAINTS/AUTHORITY LEVELS

The position operates in accordance with UNSW Global and UNSW policies, and the requirements of relevant legislation.

The Marketing Manager, Domestic has no financial delegation

CHALLENGES

- Stakeholder Management across a range of Business Groups and University bodies
- Identify and prioritise market opportunities for across a range of Business Groups
- Understand and maintain awareness of the national education agenda
- Enhance the quality and image of the UNSW brand

SELECTION CRITERIA

Essential Criteria

1. Extensive business development and marketing experience in education.
2. Experience of a range of marketing functions.
3. Responsibility for revenue targets.

4. A broad knowledge of the Australian education sector and current trends.
5. Demonstrated strong leadership, organisational, analytical and problem solving skills.
6. Excellent written and verbal communication skills.
7. Proven ability to build relationships with clients and establish strategic networks.
8. Demonstrated commitment to and understanding of Equal Opportunity and Occupational Health and Safety.
9. Qualifications in Marketing or a related discipline.

Desirable Criteria

1. Experience of working with an RTO.
2. Experience in forging new relationships in cross-cultural environments.
3. Experience of Marketing planning.
4. Experience of new media and its role in marketing.

SALARY RANGE

An attractive remuneration package, commensurate with qualifications and experience will be negotiated with the successful candidate.

OCCUPATIONAL HEALTH AND SAFETY STATEMENT

All staff are expected to comply with all health and safety policies and procedures of the company and take all reasonable care to ensure actions do not impact on the health and safety of staff and visitors to the company.

EQUITY AND DIVERSITY

All staff and students at UNSW Global are entitled to enjoy an environment that is fair and equitable and free from harassment. In order to achieve this, staff have the following responsibilities:

- foster a working environment that is respectful of workplace diversity; and
- cooperate with UNSW Global's activities relating to compliance with equal opportunity legislation.

Staff with management responsibility must take all reasonable steps to ensure that the work environment is free from discrimination, vilification, and sexual harassment.

CODE OF CONDUCT

UNSW Global is strongly committed to a set of values and behaviour that are key to the enhancement of the working environment for all staff. UNSW Global is committed to:

- the highest ethical standards;
- an environment free from discrimination and harassment; and
- respecting and valuing the diverse communities it serves.

UNSW Global seeks to have staff who:

- behave honestly and with integrity in the course of their employment;
- act with care and diligence in the performance of their duties;

- treat others with respect and courtesy;
- recognise each others worth;
- work and collaborate together to achieve common goals;
- refrain from any form of harassment or intimidation;
- display open and honest communication; and
- seek continuous learning