

POSITION DESCRIPTION:



SECTION A: Position Context

Position Title	Marketing Officer
Classification	Executive
Campus/School/Department/Faculty	Sarawak Campus
Division	Business Development and Communications
Term of Appointment	Permanent
Effective Date	November 2011

Position Purpose:

The position has been created to support the marketing and communications needs of the University. It is anticipated that Swinburne Sarawak will expand rapidly and that the responsibilities and scope of the position will grow accordingly.

The position will reside within the Business Development and Communications Unit and will report directly to the Assistant Manager, National Marketing and Recruitment.

The position is responsible for marketing the University and its products and services in Malaysia and in the region.

This involves contributing to :

- production and implementation of marketing plans;
- management of corporate communications;
- development and management of advertising campaigns;
- development and maintenance of internal and external publications;
- management of scholarships and grants;
- development and management of relationships with SUTS agents appointed to recruit students
- providing advice to students and others on courses and other matters related to studying at SUTS
- efficient and effective operation of the Marketing and Communications Office and processing of applications.
- development and maintenance of effective collaborative arrangements with marketing staff of SUT Australia.
- An efficient and friendly continuing support for students in non-academic areas – particularly international students
- Liaison with academic areas in support of marketing activities

The position works closely with academic and administrative staff at Swinburne Sarawak and liaises with staff at other Swinburne campuses to ensure consistency in corporate style and efficient use of resources.

University Information:

Swinburne University of Technology is a large multi-sectoral and multi-campus institution with a stated mission to be a pre-eminent entrepreneurial university from the Asia-Pacific, thriving on new ideas and knowledge and exploiting its intersectoral heritage to create value for its stakeholders.

Swinburne has campuses in metropolitan Melbourne at Hawthorn, Prahran, Lilydale, Wantirna, Croydon and Healesville and an overseas branch campus in Kuching, Sarawak. It also offers an increasing number of subjects and courses via the Internet. Its programs cover the education and training needs of over 40,000 students ranging from apprentices through to doctoral students.

Swinburne is proud of its close links with industry, business and the community generally. It has gained a prominent and respected name in education in Australia and overseas through:

- government funded programs and research;
- industry and business funded research;
- consultancy and training;
- fee-for-service teaching; and
- an international focus for its curricula, student recruitment and operations.

The Branch Campus in Sarawak is a licensed branch campus university in Malaysia which offers selected undergraduate, postgraduate, and research degree courses identical to those offered at other Swinburne campuses in Australia. It also offers pre-university foundation programs and a limited number of diploma programs. The Branch campus occupies a 16.5 acre site in central Kuching, the state capital of Sarawak. The Sarawak Campus has students from Malaysia and other countries, and plans to expand rapidly as its staff and facilities are developed continuously to allow a greater number and diversity courses to be offered.

Swinburne Sarawak is a joint venture between Swinburne University of Technology in Australia and Sarawak Government represented through Yayasan Sarawak and the Sarawak Higher Education Foundation. The academic operations of the campus are integrated with and controlled by the University in Australia

Unit/Faculty/School & Division

Business Development and Communications Unit

The Business Development and Communications Unit is responsible for promotion of the University and its activities to the public, potential students, industry and government. It is the primary unit in the University responsible for student recruitment and also has responsibilities for ongoing student support in collaboration with the Student Operations Unit. It has particular responsibilities for ongoing support of international students.

The Business Development and Communications Unit is responsible for the development and implementation of marketing and promotional strategies and plans, designed to achieve agreed corporate objectives. This includes ensuring that all target markets (national and international; potential, existing and previous students; employers; industry and business; governments and stakeholders; schools and key influencers and staff) are aware of Swinburne's features and strengths and are encouraged to take advantage of what Swinburne offers.

The Unit plays a vital role in ensuring the growth objectives of the University in term of new student numbers are met.

The Unit also manages and implements the corporate communications activities of the University as a whole, in order to build market awareness and maintain a positive, credible and exciting market image.

URL to web pages:

<http://www.swinburne.edu.my>

Participation on Committees:

The incumbent will be required to participate on relevant committees as is needed for the efficient performance of duties and as directed by the Assistant Manager, National Marketing and Recruitment.

Supervision Reporting Relationships:

<u>This</u> positions' supervisor/manager	Assistant Manager, National Marketing and Recruitment
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Location:

This position is located at the Sarawak campus and extensive travelling to designated markets is an essential part of the position.

SECTION B: Key Responsibility Areas

The key responsibility areas (KRAs) are the major outputs for which the position is responsible and are not a comprehensive statement of the position activities.

Key Responsibility Areas		
1.	PLANNING AND IMPLEMENTATION OF MARKETING ACTIVITIES	<ol style="list-style-type: none"> 1. Plan and implement specific marketing strategies and activities for designated market/region. 2. Ensure successful field implementation of marketing and promotional activities for a designated market/region.
2.	RESOURCE MANAGEMENT	<ol style="list-style-type: none"> 1. Organise and manage resources required for implementation of marketing activities in a designated market/region. 2. Work within the budget allocated to a designated market/region.
3.	STUDENT RECRUITMENT	<ol style="list-style-type: none"> 1. Derive student enrolment projections for designated market/region, in line with the Department's broad objectives and growth projection of the University. 2. Prepare and implement, in collaboration with other relevant marketing staff, specific recruitment strategies adapted to the needs of each designated market. 3. Contribute to the achievement of student enrolment through effective implementation of marketing strategies and activities.
4.	STUDENT SUPPORT	<ol style="list-style-type: none"> 1. Provide ongoing support for students as required to ensure that their study within Swinburne Sarawak is as productive and rewarding as possible. 2. In collaboration with other of the University, assist students as required with ongoing non-academic issues such as visa renewal, 3. Ensure all interactions with students are professional, friendly and effective.
5.	LIAISON AND INTERACTION	<ol style="list-style-type: none"> 1. Establish and maintain links with external stakeholders i.e. agents, school counsellors, feeder colleges, embassy officials etc. for promotion of the University. 2. In conjunction with the Assistant Manager, Business Development and Communications, liaise extensively with corporate and government agencies in marketing of the University. 3. Collaborate with colleagues at Swinburne International in Melbourne to utilise synergies in international marketing. 4. Liaise with communications unit or advertising agencies for the production of relevant communication tools for designated market/region.
6.	MARKET REPORTING	<ol style="list-style-type: none"> 1. Maintain appropriate records and budget for all activity, and produce regular progress report to Assistant Manager, Business Development and Communications and/or immediate supervisor. 2. Provide regular market intelligence and competitor reports.
7.	OTHER DUTIES	Other duties as required and directed by the Assistant Manager, Business Development and Communications and/or immediate supervisor.

SECTION C: Key Selection Criteria

Application letters and/or resumes must address the Qualifications and Knowledge/Experience/Attributes sections under the key selection criteria.

Qualifications: Include all educational and training qualifications, licences, and professional registration or accreditation, criminal record checks etc. required for the position.		Essential/ Highly Desirable / Preferable
1.	A diploma, degree or professional qualification from a Malaysian or overseas university in an area relevant to the duties.	Essential

Experience / Knowledge / Attributes: Required by the incumbent to successfully perform the positions key responsibilities.		Essential/ Highly Desirable / Preferable
1.	A level of maturity consistent with the requirements of the position for independent work, initiative and travel and a minimum of 2-3 years of relevant working experience.	Essential
2.	Excellent skills in written and spoken English.	Essential
3.	Excellent interpersonal skills and demonstrated ability to work effectively in a consultative and team environment.	Essential
4.	Marketing experience in an educational institution.	Highly Desirable
5.	Knowledge of the Malaysian education system and an understanding of the key issues relating to the marketing and provision of private tertiary education in Malaysia.	Highly Desirable
6.	Excellent skills in written and spoken in Bahasa Melayu	Desirable

Swinburne Attributes:

Our attributes inform the selection process; however, a written response to the attributes is not required. The attributes are:

Building Organisational Capability	Demonstrates Personal Integrity	Manages Change Effectively
Builds Relationships	Drives Service Excellence	Provides Educational Leadership
Creates a Learning Environment	Exhibits Entrepreneurial Skills	Sets Direction

For information refer to the following weblink: [Swinburne Attributes](http://www.swin.edu.au/corporate/hr/attributes/)
(<http://www.swin.edu.au/corporate/hr/attributes/>).

Further Information:

Further information is available from Andrea Sim, Manager, Human Resources Unit at telephone 416353 ext. 8756, fax 423594, email asim@swinburne.edu.my.

Applications:

Applications should include with their application a detailed CV summarising qualifications, experience and other matters considered relevant to the application.

The University has a policy requiring successful applicants to produce evidence of all formal qualifications at the time of commencing employment.

I accept the Position Description as stated above and that the Position Description may need amending and updating periodically due to changes in responsibilities and organisational requirements. Changes to position descriptions will be in accordance with the position grade and category, and consistent with the purpose for which the position was established.

Name:

Date:

Signature: