

POSITION DESCRIPTION:



SECTION A: Position Context

Position Title	Manager, Marketing
Position Grade	M
Category	Managerial
Campus / Unit	Sarawak Campus – Marketing and Student Recruitment
Term of Appointment	Full-time Appointment
Effective Date	March 2023

Position Purpose:

The Manager, Marketing will head the three main portfolio areas of this unit: branding, events, and marketing communications including digital marketing. The Manager is responsible for achieving the set targets and Key Performance Indicators (KPIs) of the unit. The appointee will work closely with the student recruitment team to assist in the acquisition target for the pre-university and degree qualifications portfolio.

The appointee is responsible for the leadership, management and development of this unit to develop and implement strategies and tactics which build awareness and preference for Swinburne in domestic and international markets for the purpose of student recruitment.

This is a role that works across the whole University to provide a consistent, cohesive and strategic approach to branding and marketing communications. Areas of responsibilities are inclusive of Branding, Marketing, Media and Public Relations, Publications and Content Development, Events and Communications across domestic and international markets.

The responsibilities include devising and implementing a marketing plan with direct accountability for a sizeable budget, analysing and measuring the effectiveness of lead generation campaigns.

The Manager, Marketing will lead and manage Swinburne Sarawak's media, creative, content and digital agencies and the annual budget for the unit to deliver integrated campaigns which are cohesive, impactful and with a focus on student recruitment and brand health. The position works closely with academic and administrative staff at Swinburne Sarawak, as well as liaises with colleagues at Swinburne Australia to ensure consistency in branding, marketing and the efficient use of global resources.

As the Head of the unit, the appointee will invest sufficient time in the professional development of the team through mentoring and coaching, whilst ensuring staff in the unit have clear professional development plans and training opportunities.

As Swinburne Sarawak is expanding rapidly, the scope of responsibilities of the position is expected to grow accordingly.

University Information:

As a 21st century university at the cutting edge of technology, innovation and entrepreneurship, Swinburne University of Technology has an ambitious vision to become the prototype of a new and different university. A next generation university. With a century long history of educating and training students with high-quality, career-orientated education and strong links to industry and the community it aims to bring people and technology together to create a better world.

Swinburne has an international reputation for quality research that connects science and technology with business and the community. The University standing in prestigious world academic ranking lists reflects our commitment to high-quality teaching and research and graduate outcomes.

Swinburne's emphasis is on high quality, engaged teaching and research in science, technology, business, design and innovation – teaching and research that makes a difference in the lives of individuals and contributes to national economic and social objectives.

Swinburne works to advance quality research through partnerships with industry, our communities and other universities within Australia and internationally, to achieve outcomes that are directly relevant to industry and society.

Swinburne offers both Higher Education and Vocational Education courses and programs, along with online education through both Swinburne Online and Open Universities Australia. The University has multiple campuses in Melbourne, Australia, and also an international campus in Sarawak, Malaysia.

The 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. The Campus was established in 2000 as Swinburne Sarawak Institute of Technology and on gaining university status in Malaysia changed its name to Swinburne University of Technology Sarawak Campus in June 2004.

The 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.

The Campus in Sarawak is a joint venture between Swinburne University of Technology in Australia and the State Government of Sarawak through two of its shareholders – Yayasan Sarawak and the Sarawak Higher Education Foundation. The campus is part of a long-term strategy by Swinburne Australia, established in 1908, to globalise its operations and provide its students with international living, working and learning opportunities.

Marketing and Student Recruitment

The Marketing and Student Recruitment (MSR) Unit is led by the Director, MSR. The Unit comprises the following:

- Admissions and Analytics
- Branding and Events
- Communications
- Student Recruitment – Sarawak
- Student Recruitment – Emerging Regions

The Unit plays a vital role in ensuring the growth objectives of the University in terms of new student numbers. It is the primary unit in the University responsible for student recruitment and external communications.

The Unit is responsible for promotion of the University and its activities generally to the public, potential students, industry and government. It is responsible for the development and implementation of marketing and promotion strategies and plans, designed to achieve agreed corporate objectives. These include 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 also develops and manages the Swinburne brand; manages and implements corporate communications strategies including developing promotional tools, web-based communications, e-marketing strategies, implements corporate communication activities of the University as a whole in order to build market awareness and maintain a positive, credible and exciting market image as well as an employer.

URL to web pages:

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

Participation in Committees:

The appointee will be required to participate in relevant committees as and when is needed for the efficient performance of duties and as directed by the Director, MSR; or by an authorised personnel.

Supervision Reporting Relationships:

<u>This positions' supervisor/manager</u>	Director, MSR, or any other person as assigned by an authorised personnel
Other positions reporting to <u>this position</u>	Assistant Manager; Marketing Executives; and Marketing Officer (if any assigned).

Location:

This position is located at the Swinburne University of Technology Sarawak Campus.

SECTION B: Key Responsibility Areas

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

KEY RESPONSIBILITY AREAS		
1.	BRAND & COMMUNICATIONS	<ul style="list-style-type: none"> • Lead and manage the development of Swinburne Sarawak brand together with the Director in all domestic and international student markets. • Provide input into the strategic planning relating to branding and brand architecture, as well as marketing communications in various channels. • Work effectively with relevant internal and external stakeholders to drive the University brand across multiple channels. • Collaborate with colleagues in Swinburne Melbourne to ensure brand consistency and compliance. • Liaise and provide advice to student recruitment team with regards to the use of the Swinburne brand in recruitment activities, publications and communications. • Lead and drive the implementation of a sustainable marketing communication strategy that is in line with the University's brand and values. • Develop and implement policies and procedures to ensure the continual refinement and improvement of the communication strategies, materials and services. • Lead the provision of event and communication services in organising marketing and student recruitment events as well as leveraging news coverage of these events.
2.	MARKETING	<ul style="list-style-type: none"> • Lead, implement and manage integrated marketing strategies together with the Director for Swinburne Sarawak in domestic and international markets with a focus on student recruitment outcomes. • Plan and manage digital and online strategies across various platforms and channels. • Provide insights and data to develop effective tactical marketing campaigns leading to high performance. • Lead agency partners to develop and implement marketing campaigns within budget and timelines to achieve set KPIs and targets. • Lead the development and management of effective and accurate point of sale materials like course guides, scholarship guides, accommodation guides etc. • Track overall marketing performance and provide timely performance reports for each marketing campaign. • Analyse market trends and identify key growth opportunities in both domestic and international markets with a deep understanding of consumer behavior. • Propose, manage, monitor and own annual marketing budget. • Develop and implement clear and consistent brand and marketing guidelines for use by internal stakeholders, and partners with whom Swinburne has strategic alliances.
3.	COMPLIANCE	<ul style="list-style-type: none"> • Understand and comply with the University's rules and regulations especially for Finance related documentation and approvals with regards to marketing campaigns, purchases and travel. • Ensure the University's communication materials are compliant with relevant external statutory requirements. • Ensure the University's partners, representatives and other external parties are similarly compliant.
4.	STAFF MANAGEMENT	<ul style="list-style-type: none"> • Lead and mentor a group of professionally skilled staff. • Develop performance plans, set KPIs and monitor these against performances. • Conduct annual performance reviews.

KEY RESPONSIBILITY AREAS		
5.	FINANCIAL MANAGEMENT	<p>In consultation with the Director, to propose and manage the annual budget for including:</p> <ul style="list-style-type: none"> • Cost allocation by area and by activity. • Monitoring of expenditure against budget on a quarterly basis. • Major variance reporting. • Review resource allocation as market conditions change and make recommendations to reallocate resources as necessary.
6.	RELATIONSHIP MANAGEMENT	<p>EXTERNAL</p> <ul style="list-style-type: none"> • Manage the University's relationships with relevant suppliers, agencies, government and statutory bodies, etc. • Develop briefs and tenders and negotiate service level agreements and contracts to ensure the University receives optimal levels of service from these providers. • Ensure that the University's partners follow Swinburne's brand guidelines and established processes to approve all partner marketing that makes reference to Swinburne or is done on Swinburne's behalf. <p>INTERNAL</p> <ul style="list-style-type: none"> • Develop effective working relationships with Faculties, Schools, administrative staff and Swinburne Melbourne to facilitate communications and marketing processes and collaborate on projects where appropriate. • Work closely with Student Recruitment to keep both units updated on activities and to ensure the department's KPIs and targets are met. • Ensure that members of the unit contribute positively and actively to the development of relevant policies and procedures.
7.	OCCUPATIONAL HEALTH AND SAFETY (OHS)	Support the management in the implementation and improvement of OHSMS, and ensure the School operations are in compliance with the relevant OHS legislations and rules.
8.	SWINBURNE VALUES AND CULTURE	<ul style="list-style-type: none"> • Commit to the Swinburne Values. • Conduct work professionally while demonstrating the Swinburne Values at all times. • Assist management in implementing the Swinburne culture and lead the team in embracing the Swinburne Values.
9.	OTHER DUTIES	<ul style="list-style-type: none"> • Advisory role to the University on marketing and communications related issues. • Any other duties as and when required and directed by the Director, MSR; or by an authorised personnel.

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 Bachelor's degree in communications, marketing, media and/or other related discipline from a recognised institution. Higher level qualification can be considered.	Essential

Experience/Knowledge/Attributes: Required by the candidate to successfully perform the position's key responsibilities.		Essential / Highly Desirable / Preferable
1.	Minimum of five (5) years of relevant working experience including two (2) years of experience in a leadership role or management experience.	Essential
2.	Working experience in marketing, consumer brand and managing a media and creative agency with a demonstrated understanding of the challenges and strategies of managing the agencies.	Essential
3.	Demonstrated expertise in the formulation of integrated annual marketing strategies and tactics.	Essential
4.	A strong understanding of digital marketing concepts and experience in strategy and implementation in the areas of Search, Social, Customer Relationship Management platform (CRM), and Content across paid, owned and earned platforms.	Essential
5.	Excellent written and spoken English with the ability to clearly present ideas.	Essential
6.	Demonstrated experience and ability to manage and mentor staff with a diverse set of skills and personalities.	Essential
7.	Excellent computer skills including advanced knowledge of Microsoft Office software and digital marketing software.	Essential
8.	Excellent interpersonal skills with ability to communicate and negotiate with people at all levels.	Essential
9.	Demonstrated ability to work effectively in dynamic and entrepreneurial environment with the ability to manage and deliver on multiple, time-sensitive projects.	Essential
10	Ability to act with discretion on matters of confidential nature and manage business stakeholders in a mature and professional manner.	Essential
11	Ability to work extra hours and on weekends as required to complete assigned tasks towards the achievement of the unit's targets and KPIs.	Essential
12	Knowledge of the Malaysian and global education system and an understanding of key issues relating to the marketing and provision of private tertiary education in Malaysia and globally.	Highly Desirable
13	Excellent written and spoken Bahasa Malaysia, Mandarin or Hindi.	Highly Desirable

Further Information:

Further information is available from Human Resources at fax +60 82 260821, email careers@swinburne.edu.my.

Applications:

Applications should include with their application a detailed CV indicating qualifications, experience and other matters considered relevant to the application. The application must also include a separate document addressing each applicable element of the Key Selection Criteria (as listed in Section C above).

The University has a policy requiring successful applicants to produce evidence of all formal qualifications prior to 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: