

Position Description – Marketing Manager

Position title	Grapeshot Marketing Manager
Department	Campus Engagement
Location	Grapeshot Office, Level 1 C10A
Position title of supervisor	Campus Engagement Development Officer
Positions titles that report to this position	
Hours	
Award coverage and grade (if applicable)	
Contract period	12 months
Date position description approved	15.10.2013
Approved by	Lauren Hargreaves

Position Purpose

Grapeshot is the Student Publication of Macquarie University, which publishes a monthly magazine with literary and campus news contents. It will be run by an all student editorial team consisting of six editors, three graphic designers, a photographer, a Marketing Manager and an Advertising Manager.

The Marketing Manager will be responsible for devising and implementing marketing strategies and ensuring that the publication reaches its different groups of audience and that there is a two-way communication between the publication and the university campus community. To make sure the publication reaches the student body, the Director will be responsible for coordinating distribution, mail outs, mailing lists, online communications and a Grapeshot presence at key student events such as O Week. The Director will assist the editors in contacting university faculties and other contacts to ensure a steady stream of articles are coming from a diverse range of sections of the university. The Director should also engage in surveys and other marketing research to ensure a constant review of students' interests is being tailored for by Grapeshot.

The publication will be driven by a Code of Conduct and will focus on ensuring that they represent the wide range of student cultures on campus.

Organisational Context of Position

Macquarie University recognizes the importance of creating an environment that fosters a healthy campus for both students and staff and in response to this has created U@MQ Limited (**Campus Life**) to research, create, deliver and collaborate a range of innovative services and programs to ensure a sustainable Campus environment for both students and staff

Campus Life exists to provide the essential non-academic services and facilities that help achieve a healthy and balanced approach to University life. Our service and facilities include the provision of food, retail, sport and recreation facilities and services, clubs, societies, child care and a wide

variety of events and entertainment. U@MQ Limited is a subsidiary company of Macquarie University.

- Our Vision:** Providing more than an academic experience.
Our Mission: To create a vibrant, fun and healthy University campus environment
- To develop partnerships that will add value to Macquarie University
 - To focus all services and facility requirements on the customer's needs.

Nature & Scope of Position

a) Key Accountabilities

The position:

- Ensure that all publication dates are met as outlined in the Publications Bookings and Deadlines Calendar.
- Working with the editors to develop the 2014 publication booking and deadlines calendar and communicate this to the university campus community.
- Take responsibility for coordinating the distribution of the publications, working in line with the distribution criteria as communicated by Campus Life.
- Develop campus surveys and marketing research to constantly review and ensure students are receiving what they expect from the publications.
- Take responsibility for incoming and outgoing Grapeshot mail.
- Ensure a Grapeshot presence at key student events such as O Week.
- Play a key role in organising and coordinating Grapeshot events such as the annual student music night.
- Support the editorial team in all administrative and organisational aspects of the publication.

b) Challenges/Problem Solving

Challenges of the position include:

- Ensure the publications fairly and accurately represents a wide-cross section of student ideas, views, opinions and interests across the Macquarie University community including NCELTR and SIBT students.

c) Decision Making

The position:

- Adhere to the Code of Conduct in all dealings with the student publication.

d) Communication

All employees and contractors of Campus Life engage in teamwork as a means of meeting the requirements of their position. This requires regular communications with other staff.

The position:

- Be responsible for communicating to readers and contributors through mailing lists and online channels.
- Work with University Divisions and student bodies such as SAB and student groups to ensure a wide range of articles and news is being submitted from a wide section of the campus community.

e) Occupational Health & Safety

Campus Life is committed to the health and safety of everyone in the workplace and recognises that occupational health and safety is the responsibility of all managers and staff.

All staff agree to abide by Campus Life's Occupational Health & Safety Policy as a condition of accepting employment.

f) Equal Employment Opportunities

Campus Life is an Equal Opportunities Employer.

Selection Criteria

Knowledge, Skills and Experience

Essential

- Computer literate with knowledge of Microsoft Office package.
- Previous experience in marketing and communication strategies.
- Strong involvement and familiarity with Macquarie University student groups, events and social life.
- Strong team player.

Desirable

- Strong interpersonal and communication skills.
- Strong organisational and management abilities with a commitment to working to stipulated deadlines.
- Be willing to take on some administrative tasks such as distribution, mail outs, answering phone calls and organising events to support the publication team.
- Ability to work under pressure.

CAMPUS LIFE VALUES

Integrity & Honesty

Act at all times in a moral and ethical way, consistent with the values of the organisation

Operate consistently and truthfully in achieving our objectives as an organisation

Sustainability

Consider environmental and social factors in all actions and decisions alongside economic profitability, and ensure an organisational culture that equips us with the skills we need to face the challenges of tomorrow's world

Drive a culture of contributing to the environmental, social, and economic impact of Campus Life

Learning & Innovation

Provide space, time, incentives and an open mind to experiment, create and expand each and every one's potential

Creating an environment that fosters creative thinking, collaboration and continuous improvement creatively, collaborating

Health & Balance

Maintain a holistic view of self and the organisation to ensure sustainable working practices and a better quality of life for all

Creating a work environment that provides flexibility to enable a balance between work, family and life commitments

Selflessness

Constantly reflect on how to contribute to the team in achieving Campus Life's vision, not what you personally can get out of the organisation

Acting in the best interest of the students and campus community

Openness & Accountability

Communicate in a clear and transparent way, without filtering information, and take ownership and responsibility for all thoughts and actions.