

Position Description

Job Title:	Marketing Executive
Employment Type:	Full Time
Department:	Marketing & Membership
Reports to:	Marketing & Membership Manager
Date Revised:	October 2019

POSITION SUMMARY

Strategise, create, implement and manage the marketing and communication activities for Roundhouse (both commercial and student activities), The Whitehouse, and Graduation & Gift departments, including the promotion of the events, programs, products, facilities and services to UNSW students, staff and external parties.

The Marketing Executive devises and implements market research initiatives to deliver promotional campaigns and activities, and to provide further demographical insight to the organisation. The position will be responsible for developing, briefing and disseminating marketing material, and actively contribute to the Marketing team with regard to general marketing activities where required.

This role concentrates on raising awareness and profitability of Arc's commercial departments, supporting the departments in meeting sales and budgetary targets. This position will be responsible for identifying and pursuing potential new market segments and will be liaising with partners and prospective clients.

KEY TASKS & ACCOUNTABILITIES

Areas:

- **Roundhouse & Whitehouse (Venues & Events)**
- **The Grad Shop (Graduation & Gift)**
- **General marketing (Marketing Department)**

- Manage Roundhouse, Whitehouse and Graduation & Gift website and digital platforms;
- Develop, build and manage regular EDM's to prospective clients and patrons;
- Financial oversight of marketing budgets for Roundhouse, Whitehouse, and Graduation/Gift;
- Identify public relations opportunities including writing press releases, maintaining databases;
- Manage the department's respective brands and ensure consistent and visible branding across all collateral, communications, and promotional activities;
- Coordinate publications and marketing collateral through managing the creation and editing of content, oversight of the creative, and distribution of the content/collateral;

- Develop and implement marketing strategies and operational plans;
- Developing metrics to measure ROI for campaigns and promotions whilst using demographical and other data to further develop each campaign;
- Ensure that market research is undertaken, analysed, reviewed and recommendations formed;
- Develop and maintain positive and effective relationships with internal and external stakeholders to ensure the aims of the department are met.

General

- Promote and develop the desired culture within the organisation;
- Such other duties, within the nature and scope of the position, as may be required from time to time;
- Comply with Arc Workplace Health and Safety (WHS) policy and procedures to actively participate in the achievement of a safe working culture;
- Demonstrate behaviour in accordance with Arc@UNSW values and Code of Conduct.
- Actively engage in fair and equitable workplace practices and behaviour to ensure discrimination-free workplace in accordance with legislative requirements.

Roundhouse Specific

- Manage Roundhouse's marketing across student and commercial properties;
- Work with the events team to manage sales leads and create packages and event offerings that are valued by potential clients;
- Execute marketing campaigns and promotional activities to build the venue's profile and stimulate convertible enquiries and leads;
- Identify potential partners and build beneficial relationships;
- Ensure all content is compliant with external and internal policy and legislative requirements are met.

Graduations & Gift Specific

- Development and implementation of Grad & Gift marketing campaigns for events, online, temporary retail spaces and instore promotions;
- Manage Grad & Gift social media posts in line with campaigns and weekly promotions;
- Manage Grad & Gift Shopify website content;
- Assist with development of EDMs and collateral specific to Graduation events.

QUALIFICATIONS, KNOWLEDGE AND EXPERIENCE

SELECTION CRITERIA

- Tertiary education within Marketing and/or Communications or equivalent experience;
- 3+ years' experience in a marketing function;

- Experience measuring and reporting on ROI, with demonstrated capacity to improve return through targeted marketing strategies;
- Experience working with a creative team with the ability to take marketing concepts and create relevant and dynamic campaigns;
- Knowledge and/or experience within the University and/or student demographic;
- Experience working across a diverse portfolio of properties;
- Proven experience in delivering successful outcomes through sound relationship and stakeholder management;
- Market research experience with the ability to analyse results and create meaningful and actionable recommendations;
- Demonstrated ability to work independently under broad direction;
- The ability to plan activities, set priorities and make sound judgments so as to meet goals and objectives;
- Highly developed interpersonal skills;
- Excellent oral and written communication skills with advanced editing skills.

POSITION RELATIONSHIPS

Position Reports to:

- Marketing & Membership Manager

KEY RELATIONSHIPS

- Marketing & Membership Manager
- Head of Venue & Events
- Graduation and Gift Manager
- Whitehouse Manager
- Food & Beverage Manager
- Marketing Team
- UNSW Staff
- UNSW Students
- External suppliers and clients as required

It is not the intention of the position description to limit the scope or accountabilities of the position but to highlight the most important aspects of the position. The aspects mentioned above may be altered in accordance with the changing requirements of the role.