

POSITION TITLE	Marketing and Communications Manager (Band 3)
POSITION TERM	Ongoing
FUNCTION / DEPARTMENT	Operations
REPORTING MANAGER	Director, Student and Alumni Experience and Marketing
No. DIRECT REPORTS	4
LOCATION	Melbourne
APPROVED BY	Dean & CEO
APPROVAL DATE	19 November 2024

ABOUT ANZSOG

The Australia and New Zealand School of Government (ANZSOG) was established by governments and a group of universities to serve governments and public services in Australia and Aotearoa New Zealand. Its members are the national governments of Australia and Aotearoa New Zealand, all Australian States and Territories, and leading Australian and Aotearoa New Zealand universities.

The School delivers education programs, accredited and non-accredited (customised and open-to-market professional learning), research and a range of related services to build capability in and support effective ethical public governance, administration and public policy. It brings together academic and practitioner experts from across our member governments and around the world to cater to current government and public sector learning and development needs and anticipate and address future government and public sector challenges.

ABOUT THE POSITION

The Marketing and Communications Manager at ANZSOG plays a pivotal role in shaping and communicating the ANZSOG brand and mission. This position is responsible for developing and executing comprehensive marketing and communication strategies that enhance ANZSOG's visibility and reputation within the public sector. The Manager will lead a dynamic team to deliver high-quality marketing content, oversee digital marketing efforts, and ensure consistent messaging across all platforms.

In this role, the Marketing and Communications Manager will craft and implement marketing and communication plans that align with ANZSOG's strategic goals. This involves identifying target audiences, setting objectives, and determining the best channels and tactics to reach and engage these audiences. The Manager will also oversee the creation and distribution of a wide range of marketing materials, including digital content, newsletters, and campaigns, ensuring that all content is engaging, accurate, and aligned with ANZSOG's brand voice and messaging.

Additionally, the Manager will work with ANZSOG's business development team to support strong relationships with key stakeholders, including government agencies, universities, and public sector organisations. The Manager will also monitor and analyse market trends, competitor activities, and audience insights to inform marketing strategies and tactics, ensuring that ANZSOG remains competitive and relevant. Managing the marketing budget and ensuring effective allocation of

resources will also be a key responsibility, optimising spend to achieve the best possible return on investment.

KEY FUNCTIONAL RESPONSIBILITIES AND ACCOUNTABILITIES

- **Marketing and Communication:** The Student Experience, Marketing and Alumni team will create and oversee marketing campaigns designed to attract prospective students and engage current students. They will manage and coordinate the production of marketing materials, including digital and print assets whilst also collaborating with internal and external stakeholders to align marketing efforts with strategic objectives.
- **Strategic Marketing and Communications Planning:** Develop and implement comprehensive marketing and communication plans that align with ANZSOG's strategic objectives including implementing elements of the Alumni strategy. This includes setting goals, identifying target audiences, and selecting appropriate channels and tactics to effectively reach and engage these audiences. The Manager will ensure that all marketing efforts are cohesive and support the overall mission and vision of ANZSOG.
- **Team Leadership and Development:** Lead and manage the team, providing direction, support, and professional development opportunities. Foster a collaborative and high-performance culture within the team. The Manager will be responsible for setting clear goals, providing constructive feedback, and recognising and developing individual team members' strengths.
- **Content Creation and Distribution:** Oversee the creation and distribution of high-quality marketing materials, including digital content, press releases, newsletters, and promotional campaigns. Ensure that all content is engaging, accurate, and aligned with ANZSOG's brand voice and messaging. The Manager will also be responsible for maintaining brand consistency and integrity across all marketing and communication channels.
- **Market Analysis and Strategy Adjustment:** Monitor and analyse market trends, competitor activities, and audience insights to inform marketing strategies and tactics. Use this data to adjust plans and ensure that ANZSOG remains competitive and relevant. The Manager will be responsible for staying informed about industry developments and leveraging this knowledge to drive continuous improvement in marketing efforts.
- **Budget Management and Resource Allocation:** Manage the marketing budget, ensuring effective allocation of resources and tracking expenditures to stay within budgetary constraints. Optimise spending to achieve the best possible return on investment. The Manager will be responsible for making strategic decisions about resource allocation to maximise the impact of marketing activities.

MANAGEMENT

This role has staff management responsibilities, overseeing a team of 4 direct reports.

ABOUT YOU

The Marketing and Communications Manager at ANZSOG brings a wealth of experience and a strategic mindset. With a strong background in marketing and communications, they excel in

developing and executing innovative strategies that enhance ANZSOG's visibility and reputation. The Marketing and Communications Manager is adept at building and maintaining strong relationships with key internal and external stakeholders, ensuring effective engagement and collaboration. Known for their leadership and team management skills, they foster a high-performance culture within the team, driving excellence and continuous improvement.

QUALIFICATIONS / EXPERIENCE

- Bachelor's degree in Marketing, Communications, or a related field.
- Minimum of 5 years of experience in a marketing or communications role, preferably within the public sector or professional learning environment.
- Proven track record of developing and executing successful marketing strategies.
- Membership in relevant professional bodies (e.g., Australian Marketing Institute).

SKILLS / COMPETENCIES

- Inspire and guide the team, setting clear goals and fostering a collaborative culture.
- Build and maintain strong relationships with key stakeholders, ensuring effective communication and collaboration.
- Develop and implement innovative marketing strategies that align with ANZSOG's goals.
- Craft clear, compelling messages and produce high-quality marketing materials.
- Uphold high ethical standards and reflect ANZSOG's values in all interactions.

ANZSOG VALUES

ANZSOG is a values-based organisation which means that we understand that the ways in which we work make a big difference in what we achieve. Our values are Excellence, Collaboration, Integrity and Respect, and we aim to ensure that they infuse our behaviours and attitudes as members of the ANZSOG community.