ANZSOG

POSITION TITLE	Marketing Manager
POSITION TERM	Ongoing
FUNCTION / DEPARTMENT	Growth & Impact
ANZSOG CAPABILITY	Capability Level 3
REPORTING MANAGER	Director, Brand, Marketing and Communications
No. DIRECT REPORTS	2
LOCATION	Offices in Melbourne, Sydney and Canberra
APPROVED BY	Chief Operating Officer
APPROVAL DATE	October 2025

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.

In delivering on its mission of public governance that people trust, the school brings together academic and practitioner experts from across our member governments and around the world to support current and future government and public sector capability needs and anticipate and address government and public sector challenges.

ABOUT THE POSITION

The Marketing Manager leads the implementation of brand and product marketing initiatives that will grow ANZSOG's premium positioning in the public sector education landscape. Reporting to the Director, Brand, Marketing and Communications, this role translates strategy into actionable go-to-market plans, driving brand and product awareness, engagement, and – in collaboration with the broader Growth and Impact Team – enrolment across our portfolio of programs and services.

As Marketing Manager, the role leads a small team and works with internal stakeholders and external agency partners to deliver integrated marketing communications campaigns that reach and engage our audiences. With a strong focus on applying market insight to drive performance against key metrics, the Marketing Manager leverages AI to ensure marketing efforts are customer-centric, data-informed and consistently aligned with ANZSOG's mission of transforming public governance that people trust.

ROLE-LEVEL ACCOUNTABILITIES

ANZSOG roles at this level share the following consistent accountabilities:

- **Operational Leadership:** Manage team operations aligned with strategic goals.
- **Team Development:** Support staff development and performance.
- **Project Oversight:** Lead complex projects and initiatives.
- **Stakeholder Engagement:** Build and maintain internal and external relationships.
- **Resource Management:** Monitor budgets and resource allocation.

KEY FUNCTIONAL ACCOUNTABILITIES

Planning, Implementation and Optimisation

- Translate strategy into tactical brand and product marketing plans, including go-to-market campaigns, to grow and convert demand for a portfolio of new and existing programs.
- Monitor, analyse, and report on campaign performance against agreed KPIs, applying insights to continuously optimise and improve ROI.

Content Production

- Ensure marketing communications are produced in alignment with ANZSOG's premium brand position across all channels and media.
- Oversee the production of high-quality marketing assets, including the briefing and approvals of advertising, direct marketing and product collateral.

Team Leadership, Development and Collaboration

- Manage and mentor two direct reports, providing direction, support and development opportunities to foster a culture of excellence through experimentation, agility and collaboration.
- Act as the primary day-to-day liaison with external advertising agencies, ensuring deliverables are achieved as agreed.
- Work closely with the wider Growth and Impact Team, to ensure alignment and achieve shared goals.

Market and Industry Intelligence

- Develop deep public sector market knowledge and an understanding of customer behaviour and purchasing journeys.
- Keep up to date on industry developments, including emerging AI applications to identify and action opportunities for innovating our marketing practise in ways that improve team outcomes.

Budget Management

- Manage the allocation of budget towards advertising, content production and other related investments, ensuring ongoing tracking and timely processing of purchase orders and invoicing.

QUALIFICATIONS, SKILLS AND EXPERIENCE

- Tertiary qualification in Marketing. Relevant postgraduate study and/or professional training is highly desirable.
- Minimum 7 years' experience in marketing, preferably within the public sector or higher education.
- Demonstrated success managing a small team and external agency partners to develop and execute impactful integrated marketing campaigns.
- Experience leading brand and product focused marketing communications, with an understanding of why and how they differ, and the respective outcomes they drive.
- Experience in managing complex stakeholder relationships and governance in public sector contexts
- Excellent leadership, communication, and stakeholder engagement skills
- Experience designing, developing and/or using AI applications to enhance marketing performance.

ANZSOG VALUES

ANZSOG is a values-based organisation. This 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, which guide our behaviours and attitudes as members of the ANZSOG community. As a binational learning organisation committed to authentically serving and partnering with governments and First Nations and Māori communities, we are also committed to engaging in ongoing learning to model the impact and change we seek to achieve through our work.