

Marketing Manager Brand & Insights

HEP Level 8

POSITION NUMBER	9401869
ORGANISATIONAL UNIT	Brand and Marketing
POSITION REPORTS TO	Associate Director Brand & Content
OVERALL PURPOSE	The overall purpose of the Marketing Manager (Brand & Insights) role is to support the delivery of VU brand activities and student experience strategy through providing brand expertise and insights that both strengthens the University's brand and reputation, and improves the student experience.
ORGANISATIONAL CONTEXT AND RELATIONSHIPS	<p>Within the University the position:</p> <ul style="list-style-type: none"> ◆ works closely with the wider Brand and Marketing, Student Recruitment, Digital & UX, Corporate Comms and Victoria University International teams. ◆ works closely with Colleges (HE and TAFE), the Office of the Vice-Chancellor, Institutes and Research Centres, Student Services, Advancement and Engagement, People and Culture and students. <p>Outside the University the position liaises with:</p> <ul style="list-style-type: none"> ◆ key agency partners.
LOCATION/CAMPUS	The position is currently located at the Footscray Park Campus of the University. The position and incumbent may be relocated to any other existing or future University work locations where it conducts its operations.

KEY CAPABILITIES

Victoria University is committed to building core capability across VU through investment in our staff, our systems and our processes. We will develop the capabilities of our staff to:

Deliver – Excellence Results-driven, accountability, problem solving focus.

Engage – Customer service mind-set internally, externally and particularly for students.

Collaborate and Partner – Build successful relationships, communicate effectively, influence and negotiate.

Innovate – Entrepreneurship, growth, continuous improvement, digital transformation.

Lead – Inspire direction, lead change, manage and develop people.

People and Culture use only

OUR ORGANISATION

Victoria University (VU) is a dual sector (higher education and TAFE) tertiary institution based in Melbourne, Australia. VU has academic colleges, each covering a broad discipline of study, and several research institutes and research centres. The University has campuses in Melbourne's CBD and western region, and a campus in Sydney. It also offers courses at partner institutions throughout Asia. Almost 43,000 students, including around 14,000 international students, study VU courses worldwide. In 2016, VU celebrated its 25th anniversary as a university, and 2026 marks 110 years as an educational institution.

ORGANISATIONAL UNIT

The Marketing portfolio is made up of: Brand & Marketing, Digital & UX and Student Recruitment. This role is part of the Brand & Marketing team. The Brand & Marketing team is comprised of four key functional areas incorporating Brand & Content, Marketing, Marketing Automation, and Student Experience. The purpose of the Brand & Marketing team is to drive brand, reputation, student acquisition and student experience for Victoria University, by using market and customer insights to deliver high quality brand and marketing activities and campaigns across all channels, including an integrated lead generation and nurture marketing automation program of work, and student experience Voice of the Student program and student experience strategy

MAJOR TASKS AND ACCOUNTABILITIES

- ◆ Assist the Associate Director Brand and Content to devise and deliver assets and activity that supports the delivery of key University brand health, recruitment, and student experience targets.
- ◆ Provide strategic and tactical brand and insights advice across the University, and assets that support key VU initiatives.
- ◆ Support key market research activity to gather and maintain marketing intelligence, and measure and report on brand health performance to internal stakeholders.
- ◆ Support the delivery of key customer research activity to measure and report on student experience, across VU, including key student experience metrics i.e. Net Promoter Score (NPS), cSAT, Ease, Confidence.
- ◆ Manage the University's internal and external branded merchandise, including development, procurement and supplier oversight.
- ◆ Act as a brand guardian and expert for the organisation.
- ◆ Continuously review brand governance processes, procedures and documentation, whilst maintaining and updating all relevant brand documents and guidelines.
- ◆ Coordinate with stakeholders as needed to provide guidance and ensure all university corporate documentation and signage is updated and in line with current VU Brand Policy and guidelines.
- ◆ Maximise VU brand exposure on University campuses and the wider community using owned assets.
- ◆ Support the wider marketing team and organisation to advise and ensure all external and internal communication is on brand and to current VU guidelines.
- ◆ Develop and deliver brand training and team engagement sessions across the University and to external suppliers.
- ◆ Promote and maintain a user-friendly, self-service Brand & Marketing Hub platform.
- ◆ Provide high quality and timely stakeholder relationship management, including the engagement of external suppliers who support the delivery of the team's work.
- ◆ Participate in, or lead cross-functional projects, such as content development, signage updates, research projects.

TYPICAL/MAJOR CHALLENGES

- ◆ High levels of integrity, commitment and judgement are required, including the ability to deal with complex issues with sensitivity and confidentiality.
- ◆ Requires depth of expertise developed through extensive relevant experience and application.

- ◆ Ability and willingness to take a lead role in working effectively and collaboratively with a range of people at different levels within the University, as well as stakeholders external to the University.
- ◆ Work with and contribute positively to the larger team/work unit (lead, coach and motivate).
- ◆ Review and evaluation of current activities to ensure ongoing relevance and achieve continuous improvement/excellence.
- ◆ A reasonable degree of innovation, initiative and/or judgement is required.
- ◆ High degree of independent decision making, as well as collaborative decision making in consultation with others.
- ◆ Works independently, prioritises work demands to respond to emerging university requirements.
- ◆ Works at both the operational and strategic level.

LEVEL OF SUPERVISION

- ◆ Operates under broad direction from the Associate Director Brand and Content, and may be required to manage other administrative, technical and/or professional staff.

PROFESSIONAL AND ORGANISATIONAL KNOWLEDGE

- ◆ Significant specialist knowledge and experience in brand and insights development and execution.
- ◆ Well-developed ability to develop, implement and evaluate programs/projects in the field of brand marketing and customer insights.
- ◆ Good understanding of and/or ability to interpret and apply Federal and State government legislation and policies related to the tertiary education sector and its impact in their area of responsibility.
- ◆ Knowledge and sound understanding of University operations, governance and decision-making processes, including quality assurance policies and procedures and other relevant legislative requirements.
- ◆ Multi-sector perspective and understanding of key issues in vocational education and higher education.

KEY SELECTION CRITERIA

Essential

1. Knowledge or Training equivalent to: Postgraduate qualifications and relevant experience, or extensive experience and management expertise in brand, marketing or customer insights; or an equivalent combination of relevant experience and/or education/training.
2. Demonstrated experience and success in the execution of strategic brand and customer insight activities, including the development, production, and evaluation of materials
3. Demonstrated experience in delivering brand training and team engagement.

4. Highly developed written and verbal communication skills, with an ability to brief, evaluate and measure marketing and research opportunities in terms of their importance and benefit to the University.
5. Demonstrated experience in managing, maintaining and improving an online brand hub and all items housed within the platform.
6. Experience in managing and improving brand governance processes and procedures
7. Strong leadership and communications skills with demonstrated ability to effectively, influence, negotiate and problem solve, with an emphasis on stakeholder management.
8. Strong organisational and project management skills, with demonstrated ability to work on multiple projects simultaneously and deliver results determined by critical dates.
9. Demonstrated ability and experience in working with a team to produce high level, integrated (digital and multi-channel) marketing content that aligns with brand.
10. Demonstrated ability in working efficiently with all levels of a complex organisation.
11. Demonstrated capacity to understand and comply with employer policy and practices in all aspects of work and conduct, including OH&S and Anti-Discrimination responsibilities and complete/attend relevant training.

Desirable

1. Knowledge of the Australian tertiary education sector.
2. Experience in content marketing skills across a multi-channel approach