



POSITION DESCRIPTION – URAC Staff

Position Title: Marketing and Communications Manager, URAC

Level: 6/7

Faculty/Division: URAC

Primary Purpose of the Position:

This position will coordinate a wide-ranging program of communications, marketing and public relations activities to promote URAC and its strategic outcomes and inform its various stakeholder groups and the public about its services and programs. The role encompasses URAC website content management, publication development, coordination of events, workshops and conferences, developing and delivering all URAC public relations efforts in conjunction with the University's media relations activities.

Position Environment:

The University Recreation and Aquatic Centre (URAC) is a wholly owned not for profit venture of the University of Wollongong (UOW). Its goal is to develop sport, recreation, health and fitness programs and facilities on the campus and in the Illawarra, with a focus on engagement of students, staff and community. URAC had developed and expanded dramatically in the last 18 months, with its operations set to develop significantly over the next 12-24 months and beyond.

This new expansion provides an exciting opportunity for a highly motivated, flexible individual to work as part of a committed and outcomes-oriented team that will shape and build URAC even further as a strategic priority for the University, and the regional community over the next few years. The position environment will be dynamic with changing demands as URAC develops and grows; this environment will suit a multi-skilled communications professional who is adaptable and prepared to take initiative and step out-side job boundaries at times in the interests of achieving demanding deadlines and common goals. An interest in, and experience with the sport, recreation and/or fitness industry will be an advantage.

Major Accountabilities/Responsibilities:

Responsibilities	Outcome	Percentage of time	Office Use Only
1. In conjunction with the Executive Director and operational team managers, develop, implement, monitor and regularly review a marketing and communications strategy to inform the campus and community interests about URAC and its activities	Well targeted, strategic communication activities	20%	
2. Develop and maintain relevant communication and marketing mechanisms including: <ul style="list-style-type: none"> • Website with frequent updating and content management; • Customer service training and support for all operational teams; including driving all sales techniques and strategies • Electronic newsletters and notices; • Brochures, publications and reports; • Stationery and branding materials; • Member retention strategies and • Campus and Community volunteer support and development. 	A professional and up-to-date suite of communication materials and tools	30%	

3.	In conjunction with the University's Media Unit and other stakeholders, develop and execute a media relations strategy for URAC to promote its various facilities, programs and services.	Strong and positive media profile	20%	
4.	In conjunction with all operational teams, assist to develop and organise workshops, conferences, courses, sports events, carnivals and public relations events, including presenting and booking venues, catering, presenters, marketing and advertising, information kits, media liaison, and sponsorships if required.	Well organised events that lift the profile of the Institute	25%	
6.	Coordinate the preparation and presentation of annual reports and other important documents and presentations.	Professional and effective reporting	5%	
7.	Maintain good relationships with key stakeholders including contractors and suppliers, sponsors, major donors, media representatives, and community leaders	Productive and positive stakeholder relations	Ongoing	
9.	Observe principles & practices of Equal Employment Opportunity		Ongoing	
10.	Have OH&S responsibilities, accountabilities and authorities as outlined at: http://staff.uow.edu.au/ohs/commitment/responsibilities/		Ongoing	

Reporting Relationships:

Position Reports to:	Executive Director
The position supervises the following positions:	Various casuals as required.
Other Key Contacts:	All URAC Team managers (Aquatic, Health and Fitness, Sports Programs and Administration) Research Directors and research team members Various university units e.g. media, research, fundraising arm Other URAC operations staff Media representatives Contractors and suppliers Corporate sponsors, major donors and community groups

Key Challenges:

1. Providing a responsive and knowledgeable point of contact on communications matters for internal and external stakeholders within a small team and changing environment
2. Developing communication tools and strategies to support a relatively fast paced and developing organisation
3. Embracing new tasks as necessary, managing competing priorities and meeting demands in a growing organisation

Selection Criteria - Knowledge & Skills:

Essential:

- Knowledge and understanding of marketing and communication strategy, principles and methods, including brand development and management
- Knowledge and understanding of procurement processes and contract management, especially as this relates to the procurement of design and production services
- Highly competent user of Microsoft products including design and website content management applications
- Excellent written and verbal communication skills and demonstrated ability to compose and present written material for a range of target audiences
- Demonstrated skills in stakeholder management and relationship building
- Demonstrated problem-solving, negotiation and conflict management skills
- Excellent time management and organisational skills

Selection Criteria - Education & Experience:

Essential:

- Tertiary qualifications in a relevant discipline and/or relevant professional experience and training
- Substantial experience in developing and implementing communications and public relations strategies
- Experience in the management of Print and Web content and related technologies

Desirable

- Experience in sports, fitness, health recreation or related areas, and presenting complex health/fitness/sports facility material for general audiences

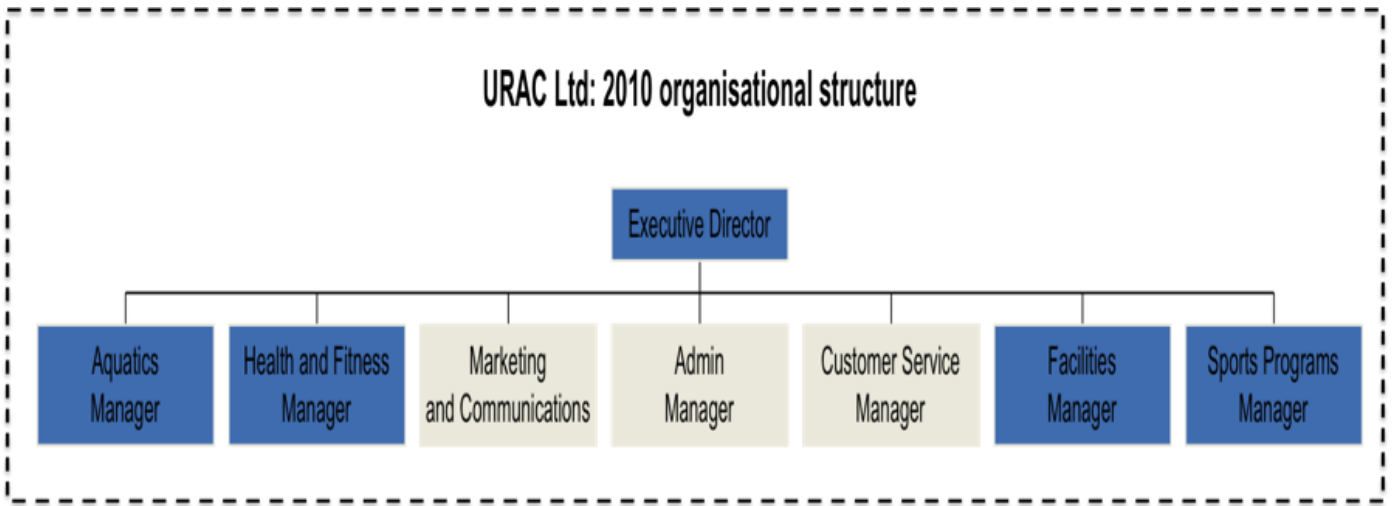
Selection Criteria - Personal Attributes:

- Ability to work effectively in a team, apply a broad range of skills and be flexible in a 'start-up' job context
- Service and outcome oriented attitude, responsiveness and adaptability
- Attention to detail, good design sense and commitment to delivering high quality outcomes
- Exceptional communication and interpersonal ability
- Ability to exercise independent judgement and to take initiative within University and URAC policies.

Special Job Requirements:

- Willingness to work flexible hours.

Organisational Chart:



Approval:

Approved by ED: _____

Date: _____