

## Position Description – Brand Campaign and Partnership Lead

Updated 26 November 2024

POSITION DETAILS	
Portfolio	Deputy Vice Chancellor (Students)
Organisational Unit	Marketing and Student Recruitment
Supervisor (Title)	Head of Brand
Classification	Higher Education Officer Level 7
Employment Type	Fixed-term, full-time

POSITION SUMMARY
<p>Under broad direction, the Brand Campaign and Partnership Lead is responsible for assisting in the development and execution of marketing campaigns and partnership initiatives that strengthen the Flinders University brand, increase market share, and drive overall student growth. This role is pivotal in contributing to strategic planning, deploying campaign creative for central brand campaigns, and optimizing these initiatives for partnership opportunities. As a key point of contact, the Brand Campaign and Partnership Lead will manage relationships with both external partners and agencies, ensuring seamless integration and maximizing the impact of all marketing and partnership activities.</p>

UNIVERSITY EXPECTATIONS AND VALUES
<p>All staff at Flinders are responsible for understanding their obligations and responsibilities as set out in the University's code of conduct and are expected to:</p> <ul style="list-style-type: none"> <li>• demonstrate commitment to the University's values of Integrity, Courage, Innovation, Excellence, and the underlying ethos of being Student Centred;</li> <li>• contribute to the efficient and effective functioning of the team or work unit to meet the University's objectives. This includes demonstrating appropriate and professional workplace behaviours, providing assistance to team members, if required, and undertaking other key responsibilities or activities as directed by one's supervisor;</li> <li>• promote and support an inclusive workplace culture which values diversity and embraces the principles of equal opportunity;</li> <li>• perform their responsibilities in a manner which reflects and responds to continuous improvement; and</li> <li>• familiarise themselves and comply with the University's <i>Work Health and Safety, Injury Management and Equal Opportunity</i> policies.</li> </ul> <p><i>A National Police Certificate which is satisfactory to the University will be required by Flinders University before the successful applicant can commence in this position.</i></p> <p><i>SA: Staff working in a health care setting are <u>strongly recommended</u> to be fully vaccinated against COVID-19 in line with the SA Health policy.</i></p>

### KEY POSITION RESPONSIBILITIES

The Brand Campaign and Partnership Manager is accountable for:

1. Leading the end-to-end delivery of both strategic and tactical activities in alignment with the annual marketing calendar, working closely with the creative agency and internal studio to develop and execute campaigns.
2. Collaborating with the Head of Brand to brainstorm and implement partnership activation opportunities and deliver targeted sub-campaigns that address market movements and trends.
3. Developing and managing a comprehensive annual calendar for marketing activities related to key brand partners such as Port Adelaide Football Club and SACA. Providing strategic recommendations to the Events team on brand partnerships, including initiatives like Illuminate.
4. Building and maintaining strong relationships with creative and media agencies to effectively manage resources and meet media and creative requirements. Adjusting and optimizing creative assets for key events such as Open Days and Change of Preference.
5. Overseeing the setup, timelines, and content for centrally run paid media campaigns. Assisting with advising college and project teams on brand strategies to ensure timely delivery of material instructions for product campaigns.
6. In collaboration with the Head of Brand managing the development and contributing to the strategy of creative campaigns and digital content in line with the University's brand and style guidelines. Providing direction to internal stakeholders on applying these guidelines in campaigns.
7. Working with the digital marketing and web team to ensure digital advertising campaigns are consistent with the current strategy, implemented cohesively across paid channels and the website, and optimized as needed.
8. Conducting campaign analysis, including tracking, reporting, and making recommendations for optimization based on previous campaign performance and competitor market analysis.
9. Maximizing the University's advertising investment by offering expert advice on media and creative development to stakeholders across the institution. Providing media implementation support to project teams as needed.
10. Contributing to the improvement of processes and systems with a focus on enhancing service delivery for both internal and external stakeholders.
11. Any other responsibilities in line with the level of the position as assigned by the Supervisor and/or the University.

### KEY POSITION CAPABILITIES

- Completion of a degree in marketing or related field with subsequent relevant experience or an equivalent combination of experience and/or education and/or training.
- Demonstrated experience in the delivery of campaigns in a complex organisational environment.
- Demonstrated experience working with creative and media buying agencies.
- Demonstrated experience in the delivery of innovative, integrated marketing campaigns across paid, owned and earned media channels to achieve measurable outcomes.
- Proven ability to analyse and report on campaign milestones and outcomes.
- Demonstrated ability to work under broad supervision with a significant to high level combination of initiative and ability to make sound judgements.

- Demonstrated well-developed to high level interpersonal skills with the ability to negotiate and communicate effectively with staff at all levels.
- An understanding of the Australian Higher Education sector (*desirable*).

FINAL