

UNIVERSITY OF OTAGO
Te Whare Wānanga o Otāgo

JOB DESCRIPTION

JOB TITLE: Marketing Adviser
DEPARTMENT: Marketing Services
DIVISION: Marketing and Communications Division

1. PRIME FUNCTION

The primary responsibility of this position is to coordinate the University's advertising and marketing activities.

2. MAIN OBJECTIVES

Marketing:

- Oversee and approve the style, quality and content of advertising material, and ensure advertising supports the branding and core values of the University.
- Oversee the purchasing and placement of advertising.
- Provide advice on online advertising trends and innovations in digital marketing.
- Maintain a high level knowledge of media, demographics, and distribution profiles.
- Provide marketing advice to the Marketing and Communications Division and the wider University community.
- Be an effective advocate for the consistency and presentation of the University brand within the University community.
- Assist with market research initiatives.
- Along with the Head of Marketing Services work with the University's advertising and creative agencies and ensure effectiveness and value for the University.
- Oversee and manage promotional activities as directed by the Head of Marketing Services.
- Plan and supervise the creation of promotional videos and other multimedia productions.
- Assist with branding and marketing of University merchandise.
- Develop marketing plans in conjunction with the Head of Marketing Services.
- Benchmark University of Otago marketing and advertising against competitors and best industry practice.

Service Delivery:

- Work with the Divisional Marketing and Communications Advisers to encourage collaboration and consistency of advertising across the University.

General:

- Account and measure performance for the activity centre budget.
- Provide back-up support for the Marketing and Publications Co-ordinator as required.
- Work collaboratively and assist the Marketing Services team on publications, activities, events and initiatives.

- Gain an operational understanding of Marketing Services' other functions. This will enable back up support to be provided as required.
- Other tasks as directed by the Head of Marketing Services.

3. RELATIONSHIPS

Directly responsible to:	Head of Marketing Services
Supervision of:	N/A
Functional relationships with:	Managers in the Marketing and Communications Division, Marketing and Publications Co-ordinator, Postgraduate Marketing and Communications Co-ordinator, Editorial Manager, Promotions and Events Manager, Senior Graphic Designer, Graphic Designer, Divisional Marketing and Communications Co-ordinators and the Retail Manager. Also close working relationships with all other staff in the Marketing and Communications Division, Heads of Departments, the Operations Division, and media and creative agencies.

4. BUDGETARY RESPONSIBILITY

Accountability for a significant activity centre budget.

5. EXPECTED OUTCOMES

The performance of the Marketing Adviser will be measured against criteria of:

- Marketing and advertising projects will be achieved on time, on budget and to a high quality standard.
- Works collaboratively and effectively within Marketing Services and the Marketing and Communications Division.
- Meets the expectations of the Head of Marketing Services and peers within the Marketing and Communications Division and clients in other University Divisions and Departments are met.

6. PERSON SPECIFICATION

Qualifications, skills and knowledge required to carry out the job effectively:

- A university degree in a discipline appropriate to marketing.
- Excellent project management skills.
- Demonstrated successful experience in marketing including advertising and promotion, which includes strategy development and tactical execution.
- Demonstrated understanding of marketing and an ability to prepare targeted advertising and other material.
- Experience with digital and social media.
- Proven abilities in graphics-oriented and promotional media, including managing design, layout and copy writing.
- Ability in graphic design would be an advantage.

- High levels of literacy, communication skills and editing experience.
- High level abilities in computer applications, including word processing, spreadsheets, and a good working knowledge of the range and capabilities of standard desktop graphics tools.
- Experience managing marketing budgets.
- Ability to contribute to a team environment.