

## POSITION DESCRIPTION & PERSON SPECIFICATION

<b>Position:</b>	<b>Marketing and Communications Manager</b>
<b>Reports to:</b>	<b>Chief Executive Officer</b>
<b>Direct reports:</b>	<b>Marketing Coordinator – 1 FTE Designer – 1 FTE Digital Content Coordinator Digital Content Creator 2 x Promotions Assistants – 0.25 FTE (fixed-term)</b>
<b>Indirect reports:</b>	<b>Volunteers &amp; Interns</b>
<b>Location:</b>	<b>OUSA, University of Otago, Dunedin</b>
<b>Organisation:</b>	

The OUSA provides a diverse range of services to its 20,000 student members at the University of Otago. An autonomous body with registered charity status and independence from the University, OUSA offers activities and support to students including:

- A confidential support and welfare advice service, representation and advocacy
- Numerous recreation clubs and societies and the facilities to support these
- A varied events programme
- A student radio station (Radio One)
- An award-winning student magazine (Critic).

The OUSA Executive (the elected student members and governors of the Association) run campaigns and represents student views to the University and other external bodies. OUSA's core responsibility is to engage its student members through services, events, representation and communication by way of a relevant, responsible, inclusive and engaging approach.

Structurally, OUSA is divided into 8 departments: Corporate support; Events; Communications and Marketing; Clubs and Socs; Critic; Planet Media Sales; Radio One and Student Support Centre.

With approximately 50 staff and many more volunteers, OUSA is a substantial organisation.

Managers of each department report to the CEO, who is responsible to the Student Executive for the overall management of the organisation.

Each of the departmental managers is responsible for the operations of their department, including staffing, financial management and service provision.

OUSA is a dynamic environment to work in – no two days are ever the same! We are an inclusive and supportive employer who values inputs from all staff.

### Position purpose:

- Lead the OUSA's communications and marketing operational planning and support the Chief Executive Officer in strategic communications planning and implementation
- Support the President and the Executive to communicate effectively through the media
- Manage the OUSA brand, ensuring credibility online, in print and in the media

- Ensure the OUSA has high engagement with members
- Manage OUSA service unit communication and marketing plans to ensure consistency of message and representation across all service units
- Contribute to strategic planning, policy review and implementation

### Areas of Responsibility

Area	Expected Outputs
<b>People management</b>	<ul style="list-style-type: none"> <li>• Manage staff within department, including workloads, performance reviews, leave and minor disciplinary processes</li> <li>• Ensure any staffing issues are brought to the attention of the CEO in a timely fashion.</li> <li>• Management recruitment processes within the department ensuring compliance with OUSA policy</li> <li>• Ensure all departmental staff have relevant professional development opportunities</li> </ul>
<b>Financial Management</b>	<ul style="list-style-type: none"> <li>• Prepare the annual departmental budget according to guidelines and timelines advised by the CEO</li> <li>• Manage the departmental budget ensuring the CEO is made aware of any material variations</li> <li>• Prepare the departmental capital expenditure bid and submit to the CEO</li> <li>• Ensure a departmental capital replacement plan is prepared and kept up-to-date</li> <li>• Ensure expenditure within the department adheres to OUSA policy and control systems</li> </ul>
<b>Operational Management</b>	<ul style="list-style-type: none"> <li>• Manage the OUSA Marketing and Communications department</li> <li>• Lead OUSA's operational marketing and communications activity</li> <li>• Develop and implement comprehensive marketing, communications and business development strategies, overseeing delivery across the organisation as well as for each individual department</li> <li>• Ensure OUSA has high engagement with members through relevant, consistent and engaging communication</li> <li>• Act as Press Secretary to the President and the Executive, training and supporting them and any other department spokesperson authorised to speak on OUSA's behalf</li> <li>• Identify and create media opportunities, producing all OUSA press releases. All press releases are to be authorised by the official spokesperson (usually the President) and/or the Chief Executive Officer</li> <li>• Relationship management with external stakeholders, sponsors, agencies, suppliers and the media</li> <li>• Brand management for OUSA, overseeing all print or online marketing channels, external advertising, marketing sponsorship, publicity and promotion</li> <li>• Negotiate OUSA marketing contracts between internal departments as well as external partners for major marketing campaigns</li> <li>• Oversee marketing sponsorship, identifying opportunities suited to OUSA brand and ensuring delivery on contractual obligations</li> </ul>

<p><b>Health and Safety</b></p>	<ul style="list-style-type: none"> <li>• Champion a strong, no-harm, health and safety culture within the department</li> <li>• Ensure the departmental hazard register kept up-to-date and accessible by all staff</li> <li>• Ensure all staff are aware of the hazard register and proactively add to the register where necessary</li> <li>• Ensure all departmental first aid kits are appropriately stocked and up-to-date</li> <li>• Ensure health and safety plans are put in place for activities outside of all normal office activities; and that staff are aware of them and their importance</li> <li>• Ensure incident and accident forms are filled out for all incidents and accidents within the department</li> <li>• Ensure the CEO is notified in a timely fashion of all incidents and accidents; and include the details in the monthly report to the CEO</li> <li>• Encourage departmental staff to bring forward new health and safety initiatives within the department and the wider OUSA community</li> </ul>
<p><b>Volunteer Management</b></p>	<ul style="list-style-type: none"> <li>• Responsibility for recruiting and managing all department volunteers</li> <li>• Ensure volunteers have the best experience possible while helping ensure the success of the department</li> <li>• Oversee development and implementation of initial and ongoing training for volunteers</li> </ul>
<p><b>Leadership</b></p>	<ul style="list-style-type: none"> <li>• Contribute to the development of the OUSA Strategic and Operational Plans.</li> <li>• Contribute to management meetings and the overall management of the OUSA</li> <li>• Lead special projects as required</li> </ul>
<p><b>Delegated authorities</b></p>	<ul style="list-style-type: none"> <li>• Delegated financial authority to \$2,500 for Marketing and Communications Department</li> <li>• Authorised to run recruitment processes within department with approval from CEO</li> <li>• Makes recommendations to CEO on departmental appointments</li> </ul>

**Personal Attributes**

<p><b>Working Collaboratively</b></p>	<ul style="list-style-type: none"> <li>• Ability to build and maintain professional and productive relationships</li> <li>• Ability to effectively and diplomatically relate to a diverse range of people</li> </ul>
<p><b>Communication</b></p>	<ul style="list-style-type: none"> <li>• Excellent written and oral and presentation communication skills</li> <li>• Extensive range of persuasion and influencing techniques used and ensures the organisation and its vision and services are consistently presented in a strong, positive image to all stakeholders</li> <li>• Facilitates communication across the OUSA to ensure good outcomes</li> </ul>
<p><b>Planning and organising</b></p>	<ul style="list-style-type: none"> <li>• Manages self, resources and workload to meet timelines</li> <li>• Is organised and keeps all files and documents in order</li> <li>• Take part</li> </ul>
<p><b>Managing Change</b></p>	<ul style="list-style-type: none"> <li>• Understands, positively responds to, and supports change</li> <li>• Is flexible and resilient to meet the ever changing needs of the OUSA</li> </ul>

<b>Problem Solving and Results Focused</b>	<ul style="list-style-type: none"><li>• Results focused and committed to the highest standards of performance</li><li>• Seeks to involve stakeholders in joint problem solving</li><li>• Anticipates problems and proactively resolves them in an appropriate manner</li></ul>
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### **Qualifications and Experience**

- Bachelor's degree in communications or marketing
- Minimum of 3 years managing a team
- 3-5 years' experience in a senior marketing, strategic communications or public relations role
- Media liaison and public relations experience
- Experience with digital and social media strategy across multiple platforms
- Working knowledge of the software and technology for digital marketing and content management
- An affinity with OUSA membership, and understanding of student wants and needs