

## POSITION DESCRIPTION & PERSON SPECIFICATION

<b>Position:</b>	<b>OUSA Marketing Traffic Coordinator</b>
<b>Reports to:</b>	<b>Marketing and Communications Manager</b>
<b>Direct reports:</b>	<b>NA</b>
<b>Indirect reports:</b>	<b>NA</b>
<b>Volunteers and Interns:</b>	<b>NA</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).
- A Student Bar

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 Societies; 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:**

- Running Traffic for Marketing
- Maintaining and effectively utilising marketing platforms – Admation / Hoodsuite / Mailchimp
- Positively promote the OUSA brand through daily tasks

**Areas of Responsibility**

Area	Expected Outputs
<b>People Management</b>	<ul style="list-style-type: none"> <li>• NA</li> </ul>
<b>Financial Management</b>	<ul style="list-style-type: none"> <li>• Work within allocated marketing budgets</li> </ul>
<b>General Tasks</b>	<ul style="list-style-type: none"> <li>• Chasing, trafficking and loading briefs into Admation – the marketing system – for the department to action</li> <li>• Maintain and manage the calendar. Circulate to all departments bi Monthly</li> <li>• Load social content from the content plan into Hootsuite</li> <li>• Understanding the strategy and big picture around projects, as developed by the Marketing and Communications Manager</li> <li>• Undertake regular status updates with the Marketing and Communications Manager</li> <li>• Liaise with external partners, including the University of Otago, service providers and suppliers as relevant</li> <li>• Support the Communications and Marketing Manager to deliver excellent marketing and communications services</li> <li>• Understand the OUSA brand corporate identity</li> <li>• Generate monthly reports across relevant platforms and departments</li> <li>• Update content on OUSA managed websites</li> </ul>
<b>Health and Safety</b>	<ul style="list-style-type: none"> <li>• Observe existing Health &amp; Safety policy, procedures and Risk Registers</li> <li>• Take personal responsibility for engaging in OUSA's no-harm, health and safety culture</li> <li>• Be familiar with the hazard register for the work area that you work in</li> <li>• Communicate to the Departmental manager and colleagues any potential hazards that you identify that are not on the register</li> <li>• Be familiar with the location of first aid kits and qualified first aiders in the Association</li> <li>• Be familiar with and adhere to any health and safety plans</li> </ul>

	<ul style="list-style-type: none"> <li>• Ensure incident and accident forms are filled out for all incidents and accidents that you are involved in, and notify the Departmental Manager of these</li> <li>• Be proactive in identifying new health and safety initiatives within the department and the wider OUSA community</li> </ul>
<b>Delegated authorities</b>	<ul style="list-style-type: none"> <li>• NA</li> </ul>

### Personal Attributes

<b>Working Collaboratively</b>	<ul style="list-style-type: none"> <li>• Ability to build and maintain professional and productive relationships</li> <li>• Ability to relate to a diverse range of people</li> <li>• Excellent written and oral communication skills</li> <li>• Communicates positively with colleagues across the OUSA to ensure a strong collegial culture within OUSA</li> </ul>
<b>Organisation</b>	<ul style="list-style-type: none"> <li>• Manages self, resources and workload to meet timelines</li> <li>• Focus and deadline driven</li> <li>• Attention to detail</li> <li>• Team player</li> <li>• Is organised and keeps all files and documents in order</li> <li>• Ability to work independently and as part of the team</li> <li>• Ability to recognise when issues need to be escalated to the Departmental Manager</li> <li>• Regular communication with the Departmental Manager</li> </ul>
<b>Change</b>	<ul style="list-style-type: none"> <li>• Is flexible and resilient to meet the ever changing needs of the OUSA</li> </ul>
<b>Problem Solving</b>	<ul style="list-style-type: none"> <li>• Anticipates problems and proactively suggests solutions for an effective resolution</li> <li>• Systematic approach to problem solving</li> </ul>

### Qualifications and Experience

- Bachelor's Degree
- Experience in Marketing or an Advertising Agency with regards to Traffic / Systems and Processes
- Tech Savvy and willing to learn different systems fast