

POSITION DESCRIPTION & PERSON SPECIFICATION

Position:	OUSA Marketing Coordinator
Reports to:	Communications & Marketing Manager
Direct reports:	-
Indirect reports:	-
Volunteers and Interns:	-
Location:	OUSA, University of Otago, Dunedin

Organisation:

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 - Starters

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:

- Communicate OUSA's story and brand through engaging and relevant marketing across Social channels / Web / Posters and Screens
- Support OUSA Service Units to promote events and initiatives, ensuring that marketing is audience relevant, dynamic and cost effective
- Communicate in a student centric manner as needed
- Build OUSA digital awareness, educate departments and increase engagement across multiple platforms, especially social media.
- Be an active and participating part of the greater marketing team

Areas of Responsibility

Area	Expected Outputs
People management	<ul style="list-style-type: none"> • NA – work together in a team, and alongside various OUSA departments
Financial Management	<ul style="list-style-type: none"> • Work within allocated marketing budgets
General Tasks	<ul style="list-style-type: none"> • Ensure OUSA projects a credible voice through all marketing and communications material in line with Brand CI • Oversee OUSA's on-campus poster allocation and digital marketing spaces • Update content across Web / Screens in line with fellow marketing coordinator • Build OUSA digital awareness, educate departments, and increase engagement across multiple platforms, especially social media. • Administration of the OUSA's social networking, such as Facebook, Instagram, YouTube across OUSA Social media management across channels: OUSA / Ori / Beerfest / Starters and Queer Support • Coordinate OUSA copy and content for marketing and communications • Liaise with external partners, including the University of Otago, service providers and suppliers as required • Support the Communications and Marketing manager to deliver excellent marketing and communications services.
Health and Safety	<ul style="list-style-type: none"> • Take personal responsibility for engaging in OUSA's no-harm, health and safety culture • Be familiar with the hazard register for the work area that you work in • Communicate to the Departmental manager and colleagues any potential hazards that you identify that are not on the register • Be familiar with the location of first aid kits and qualified first aiders in the Association • Be familiar with and adhere to any health and safety plans • 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

	<ul style="list-style-type: none"> • Be proactive in identifying new health and safety initiatives within the department and the wider OUSA community
Delegated authorities	<ul style="list-style-type: none"> • Delegated financial authority to \$250 for Marketing and Communications Department

Personal Attributes

Working Collaboratively	<ul style="list-style-type: none"> • Ability to build and maintain professional and productive relationships • Ability to relate to a diverse range of people • Excellent written and oral communication skills • Communicates positively with colleagues across the OUSA to ensure a strong collegial culture within OUSA
Organisation	<ul style="list-style-type: none"> • Manages self, resources and workload to meet timelines • Deadline driven • Proactive and initiative • Is organised and keeps all files and documents in order • Ability to work independently and as part of the team • Ability to recognise when issues need to be escalated to the Departmental Manager • Focused • Understand the bigger picture and brand • Work under pressure
Change	<ul style="list-style-type: none"> • Is flexible and resilient to meet the ever changing needs of the OUSA
Problem Solving	<ul style="list-style-type: none"> • Anticipates problems and proactively resolves them in an appropriate manner, escalating issues to the Departmental Manager when appropriate

Qualifications and Experience

- Preferred - Bachelor's degree in Marketing
- Experience in marketing, communications or design
- Understanding of Social media / Marketing and Brand
- Knowledge of website administration software, databases.