

## POSITION DESCRIPTION

### MARKETING + COMMUNICATIONS COORDINATOR

Department: Corporate

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Reporting to: General Manager

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#### WHO ARE WE?

MONSU Caulfield is the Undergraduate Student Union at Monash University, Caulfield Campus. We service over 9000 students by providing free services, programs and support, as well events, activities and representation, to ensure students have the best possible university experience.

MONSU Caulfield is a not-for-profit organisation, comprised of full-time and part-time staff and a democratically elected student council (Student Representatives). We're an organisation run by students, for students, with a passion for ensuring a great student experience on campus and that student interests and issues are being addressed by the University, government and broader community.

With portfolios across a range of areas like women's, welfare, queer, overseas students, people of colour and much more, we strive to be a leader in student representation and providing outstanding experiences for all students. We do this through campaigns, events, activities, workshops, advocacy, welfare and support.

MONSU Caulfield staff are integral in providing high level expertise and support necessary to ensure the services we deliver students are of an outstanding quality.

#### WHAT DOES A MARKETING + COMMUNICATIONS COORDINATOR AT MONSU CAULFIELD DO?

You will be responsible for all marketing and communications outputs from MONSU Caulfield. This extends to social media accounts, websites, email newsletters, physical marketing, promotions and campaigns. Part of this role also involves coordinating all sponsorship, partnerships and the MONSU membership program.

You'll be leading all MONSU Caulfield social media accounts including content planning, posting, community engagement and campaign coordination. Working closely with the Creative team, you'll ideate and write up all social media content in line with the brand's tone-of-voice and identity. You'll also be balancing and coordinating any required promotional outputs for all MONSU Caulfield events, programs, initiatives and announcements across all departments and portfolios. You'll regularly use analytics and reporting to better understand our audience and decide how to plan marketing and promotions going forward, providing updates to the leadership team and student council.

A key competency of this role is copywriting. You will be the first point of contact and author for all written outputs across MONSU Caulfield. This includes but is not limited to all social media copy (content and captions), website copy, email newsletters, presentations, handbooks, information flyers, online forms and promotional materials. If not authoring a piece, you will oversee, proof and edit all public-facing copy outputs from the organisation.

You'll also provide expert advice to all MONSU Caulfield internal departments and work with external stakeholders on all things communications and marketing when needed. This includes being the key contact for all internal and external communications for MONSU Caulfield, liaising with various departments within the University and externally, as well as all internal MONSU Caulfield departments and student representative portfolios. This will also involve staying on top of marketing and digital trends and being well-versed in youth culture.

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You'll coordinate sponsor and partnership arrangements to support and match upcoming events and initiatives. This workload fluctuates throughout the year, peaking 6-monthly with our semesterly O-Fest events. You will support the Events Coordinator in inviting and planning sponsors to attend O-Fest, as well as coordinating sponsored products to feature at the event. There are also ongoing events throughout the year where sponsorship, product donations and partnerships may be required. Partnership management is also required with the MONSU Membership program, giving our student members access to exclusive discounts and offers. You will be the lead of this program.

This position works closely with the Creative team, as well as all other departments of MONSU Caulfield including Student Experience, Student Rights + Support, Workshop, Student Representatives and various University stakeholders. This position reports directly to the General Manager.

### KEY SKILLS AND KNOWLEDGE

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<b>Fostering Teamwork</b>	The ability and desire to work cooperatively with others on a team.
<b>Communication</b>	The ability to articulate ideas clearly and engage in conversation and interaction with others in a constructive manner while ensuring all communications are effective, appropriate and timely.
<b>Self Confidence</b>	Possesses faith in personal ideas and the ability to be successful and maintains a willingness to take an independent position in the face of opposition.
<b>Customer Orientation</b>	Demonstrated skill set for satisfying external and/or internal customers and complying with MONSU Caulfield marketing and brand style guide.
<b>Flexibility</b>	Demonstrates openness and willingness to new ways of doing things and maintains enthusiasm to take on new challenges.
<b>Integrity</b>	Demonstrates honesty, responsibility, reliability and trustworthiness.
<b>Safety</b>	Responsibility for safe work practices, understand and apply the OHS policies and procedures.

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#### CORE VALUES

<b>Managing Change</b>	The ability to demonstrate support for innovation and for organisational changes needed to improve the organisation's effectiveness, initiating, sponsoring and implementing organisational change; helping others to successfully manage organisational change.
<b>Managing Performance</b>	The ability to take responsibility for ones own and staff performance, by setting clear goals and expectations, tracking progress against goals, ensuring feedback and addressing performance problems and issues promptly.
<b>Communication</b>	The ability to ensure that staff are kept informed with the appropriate information.
<b>Interpersonal Awareness</b>	The ability to notice, interpret and anticipate others concerns and feelings and to communicate this awareness to others.
<b>Analytical Thinking</b>	The ability to tackle a problem by using a logical, systematic, sequential approach.
<b>Pursuing Personal Development</b>	Actively identifying new areas for personal learning; regularly creating and taking advantage of learning opportunities. Using the gained knowledge and skill on the job and applying the skill application in order to improve your team results.
<b>Establishing Focus</b>	The ability to develop and communicate goals in support of the business mission.
<b>Empowering Others</b>	The ability to convey confidence in employees' ability to be successful, especially at challenging new tasks, delegating significant responsibility and authority, and allowing employees freedom to decide how they will accomplish their goals and resolve issues.
<b>Presenting to Others</b>	Demonstrated ability to conduct relevant research, organise quality programs, develop key networking relationships and develop effective communication channels.
<b>Building Collaborative Relationships</b>	Demonstrated high level of written and verbal communication skills and the ability to effectively communicate with culturally diverse groups.
<b>Strategic Thinking</b>	Demonstrated high-level business development skills which can be applied to the organisational strategic plan.
<b>Decisiveness</b>	Proven strong team working ability and the ability to use initiative.

**This role requires a Victorian drivers licence, a valid working with children check and evidence of full COVID-19 vaccination compliance. MONSU Caulfield expects awareness of and compliance with Monash University and MONSU Caulfield policies and procedures.**

**This position description will help me better understand my role within MONSU Caulfield. I also accept that my Manager will use this position description during my performance appraisal.**

Signature:

Date: