

Position Number:	6020
Position Title:	Sponsorship and Advertising Officer
Organisation:	University of Melbourne Student Union Incorporated (UMSU)
Division:	Communications and Marketing
Employment Status:	0.5 FTE, Fixed Term
Classification Level:	Professional Level 6
Reports to:	Manager, Communications and Marketing
Reported to by:	Nil
Incumbent:	Vacant
Date Effective:	March 2018

Background:

The University of Melbourne Student Union Inc. (UMSU) is an incorporated association and is recognised by the University of Melbourne as the representative body for all students. UMSU is governed by an elected Students' Council and twelve committees elected by and from students. UMSU is responsible for a broad range of student representative, student engagement and student support activities.

UMSU operates under the principles of Student Unionism which are broadly defined as student control of student affairs.

UMSU staff are organised within five Divisions:

- Advocacy & Legal;
- Arts & Entertainment;
- Communications and Marketing;
- Clubs and Volunteering; and
- Office of the General Manager

Each Division is supported by a Student Advisory Group that is comprised of elected student representatives and designed to support ongoing collaboration between UMSU staff and elected student representatives. Student Advisory Groups provide feedback and advice from a student perspective to enhance participation in UMSU operated programmes and services.

The UMSU Constitution establishes that UMSU will:

1. advance the welfare and interests of students;
2. represent students of the University within the University and to the community;

3. provide amenities and services, principally for students and other members of the University community, and incidentally to the public.
4. provide an independent framework for student social and political activity;
5. develop, maintain and support student clubs, societies and associational life generally;
6. promote and defend the rights of students to education on the basis of equality, without regard to race, colour, sex, sexuality, gender identity, age, physical disability, mental illness, economic circumstances, political religious or ideological conviction, or national or social origin;
7. oppose violence and/or hatred through militarism, nationalism, or discrimination on the basis of race, colour, sex, sexuality, gender identity, age, physical disability, mental illness, economic circumstances, religion, or national or social origin;
8. provide a democratic and transparent forum in which students' affairs and interests can be governed in an effective and accountable manner; and
9. To promote free and accessible government-funded education.

In order to support these objectives UMSU staff observe the following principles:

Alignment

- All services and programs are aligned with UMSU's Constitutional objectives
- Responsiveness
- Provide frank, impartial and timely advice to students and student representatives
- Provide high quality services to students
- Identify and promote best practice
- Ensure that services and programs are subject to continuous improvement and respond to stakeholder feedback
- Ensure that services and programs are delivered consistently and reliably, and are available when and where they are needed

Integrity

- Are honest, open and transparent in our dealings
- Use powers responsibly
- Report improper conduct
- Avoid real or apparent conflicts of interest
- Strive to earn and sustain trust at the highest level

Impartiality

- Make decisions and provide advice on merit without bias, favouritism or self-interest
- Act fairly by objectively considering all relevant facts and applying fair criteria
- Ensure decision-making is evidence based
- Implement UMSU policies and programs equitably

Accountability

- Work to clear objectives in a transparent manner
- Accept responsibility for their decisions and actions
- Seek to achieve best use of resources
- Submit themselves to appropriate scrutiny
- Commit to working with each other, students and student representatives

Respect

- Services and programs are delivered in an environment of respect for colleagues, students and student representatives
- Contribute to a workplace that is free from discrimination, harassment and bullying

Leadership

- Actively implement, promote and support these values
- Use their views to improve outcomes on an ongoing basis.

Divisional Overview

The Communications and Marketing Division of UMSU exists to communicate to students the activities and functions of both UMSU and MU Student Union Ltd. It is responsible for both the creation and the implementation of organisation-wide marketing and communications strategies that endeavour to engage students with the Student Union and its various departments and services.

It is also responsible for face-to-face communication and promotion through the Information Centre, Orientation and Marketing programs.

Position Summary:

The Sponsorship and Advertising Officer is responsible for working collaboratively and effectively with relevant staff and elected student representatives to actively seek out opportunities to acquire sponsorship and advertising revenue to support key events such as UMSU's Orientation festivals and various student run events and programs. The incumbent will also assume responsibility for managing stakeholder relationships between UMSU and its sponsors and advertisers.

Key Accountabilities

Business Development

- Assume responsibility for the procurement of sponsorship for activities and events in conjunction with the Manager, Communications and Marketing, and other staff and student representatives;
- Coordinate the sale of advertising in UMSU digital and printed publications and events in conjunction with the Manager, Communications and Marketing;
- Research and showcase knowledge in the industry's latest trends to key stakeholders internally and externally; and
- Prepare specialised reports, correspondence, recommendations, evaluations and advice on sponsorship and advertising initiatives for UMSU management.

Advice and Resource Development

- Provide sponsorship advice and support to staff and student representatives in the pre-event consultation and planning, implementation and evaluation of departmental events;
- Contribute to the development of policy and supporting documentation for sponsorship and advertising across the organisation;
- Develop and maintain best practice guidelines for advertising and sponsorship to support events within UMSU; and
- Maintain a dedicated activations and advertising calendar.

Team work and Collaboration

- Foster effective working relationships with key internal stakeholders, external advertisers and sponsors, and staff across the organisation;
- Work collaboratively with students and staff to execute consolidated advertising and sponsorship solutions that are appropriate and relevant;
- Represent the communications and marketing department on the Student Advisory Group; and
- Be willing to help teammates, share knowledge and experience with them, and learn from them;

Copy Writing

- Develop copy for advertising and other promotional material as required; and
- Ensure that all advertising content is up to date and produced with a consistent approach to brand, tone of voice and audience engagement principles.

Health & Safety and Environmental Responsibilities of Staff

General Responsibilities

All staff are required to take reasonable care for their own health and safety and that of other personnel who may be affected by their conduct. OHS responsibilities applicable to positions are published at: [OHS Roles and Responsibilities](#)

These include general staff responsibilities and those additional responsibilities that apply for Managers and Supervisors and other Employees.

Authority to Act

Executive authority to act is defined in:

- University of Melbourne Statutes and Regulations; and
- Individual position descriptions.

SELECTION CRITERIA

Essential Skills and Qualifications:

- Relevant qualifications and/or significant experience in Marketing, Advertising or Public Relations;
- Demonstrated experience creating effective advertising sales and promotion plans in support of improved business performance and growth;
- Proven ability to work within cross-functional teams to successfully procure sponsorship for events;
- Demonstrated ability to build effective relationships with key internal and external stakeholders, including the ability to interact, influence and negotiate to achieve agreed outcomes;
- Excellent communication skills, including the ability to provide sound advice;
- Proven organisational skills, including the ability to set work priorities, manage multiple tasks simultaneously, plan output to meet deadlines, and work effectively within a dynamic and evolving work environment; and
- Proficiency in MS Word/Excel, PowerPoint and Adobe Acrobat.

Desirable Skills and Qualifications:

- Experience working in the higher education sector;
 - Experience in marketing and promotion to young audiences, in particular University students;
 - Experience in managing budgets and staff members; and
 - Understanding of, and commitment to, principles of student unionism.
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I have read, understood and agree to comply with the position description.

Signed: _____
(Incumbent)

Date: _____

Signed: _____
(Supervisor)

Date: _____