

UTS Position Description

UTS: PEOPLE UNIT

Position Title	Indigenous Marketing and Communication Manager
Unit/Division or Faculty	Marketing and Communication Unit, with dedicated portfolio focus supporting the Office of the Pro Vice-Chancellor (Indigenous Leadership and Engagement)
Position Number (if known)	
HEW Level	HEW 9
Date	June 2026
ANZSCO Code (People Unit Use Only)	

POSITION PURPOSE

The Indigenous Marketing and Communication Manager leads the development and delivery of strategic, data-informed marketing and communication initiatives that raise the University's profile as a sector leader in Indigenous education, research, and employment.

Working under broad direction, the role operates as the primary strategic advisor to the Office of the Pro Vice-Chancellor (PVC) in Indigenous Leadership and Education (ILE), the Jumbunna Institute for Indigenous Education and Research (Jumbunna), and Indigenous staff of those units, to provide expert advice, develop campaign and communication plans, execute directly or oversee execution, and ensure all activity strengthens institutional visibility, supports revenue generation, and aligns to UTS brand, governance, and audience strategies.

The position contributes to the success of the University's Indigenous initiatives and supports the University's aims of:

- enhancing its sector leading reputation and public profile in relation to Indigenous affairs and the Indigenous community
- increasing Indigenous student participation and success
- increasing Indigenous employment and retention
- increasing Indigenous research and supporting Indigenous led research
- increasing Indigenous creative practice and design thinking
- building engagement of both Indigenous and non-Indigenous students and staff
- increasing engagement with the external community, industry partners and the higher education sector
- encouraging and supporting Indigenous economic inclusion
- attract opportunities for philanthropy, partnerships, sponsorships and research grants.

ENVIRONMENT AND DIMENSIONS

The Marketing and Communication Unit (MCU) leads the development and implementation of the University's marketing, communication and brand strategies to raise awareness and build engagement that attracts students, attracts partners, and builds community. It is structured into six key areas: Strategic Communications, Brand Strategy and Digital Marketing, Marketing and Communication Partnerships, Digital Presence Centre, International Marketing and Communication, and UTS Art Gallery and Collection.

This role is based within the Marketing and Communication Partnerships team within MCU and is embedded in the Office of the Pro Vice-Chancellor (Indigenous Leadership and Engagement).

The University has approximately 50,000 students and 3,500 staff across six faculties and five divisions.

The Office of the PVC (ILE) is the site of cross-University leadership in relation to UTS Indigenous education, research and employment initiatives. The Pro Vice-Chancellor is a key member of the University's senior leadership team, makes major contributions to strategic direction, and provides leadership in relation to:

- the University's Indigenous Policy and its associated strategies
- the recognition of Aboriginal and Torres Strait Islander knowledge, design and perspectives
- the promotion of teaching and research in Indigenous education and other focus areas
- the employment and retention of Aboriginal and Torres Strait Islander staff, and
- engagement with Indigenous and broader communities.

The PVC (ILE) is also the Executive Director, Jumbunna Institute for Indigenous Education and Research (Jumbunna).

Jumbunna Indigenous Students and Community Engagement is the university's central site for Indigenous student recruitment, outreach, access and academic and pastoral support. Its research branch is concerned with the study of comparative social change and cultural diversity in Australia and particularly the place of Indigenous people in this process. Jumbunna is committed to improving the quality of teaching and research at UTS by facilitating active links with the Indigenous community, higher education institutions, and other professions with particular emphasis on Australia's growth as a multi-cultural nation.

It provides a central meeting place for Indigenous Australian students studying at the University and where Indigenous students, academics and researchers interact to improve education and research outcomes that benefit Indigenous communities.

Jumbunna Research is Australia's leading Indigenous led research institute dedicated to supporting Aboriginal and Torres Strait Islander peoples and nations in achieving strength, sustainability and wellbeing. Guided by the principle that the work must be driven by Indigenous communities and employ a transformational research practice to guide meaningful strategic change.

RELATIONSHIPS

Supervision

The position reports directly to the Head of Marketing and Communication Partnerships, is a member of the central Marketing and Communication Unit (MCU), and has a secondary reporting line to the Pro Vice Chancellor (Indigenous Leadership and Engagement) within the Office of the PVC (ILE).

Collaboration and Communication

Internal

- Office of the Pro Vice-Chancellor (Indigenous Leadership and Engagement) and Directors of the Jumbunna Research and Jumbunna Indigenous Students and Community Engagement - - strategic alignment, planning, consultation, audience insights, and reporting.
- Other Marketing and Communication Managers within the Marketing and Communication Partnerships team - strategic planning, coordination, integration.
- MCU teams (Brand, Content, Creative, Digital Presence, International, Communications) - strategic planning, brand direction, content collaboration, optimisation, communication.

- Academic leaders and professional staff across faculties — storytelling, research translation and engagement.

External

- Agencies and suppliers
- Media and industry contacts
- Professional bodies, alumni, associations, competitors, and partner institutions.
- Aboriginal and Torres Strait Islander organisations and community partners — consultation, collaboration and culturally appropriate engagement.

MAJOR RESPONSIBILITIES

The Indigenous Marketing and Communication Manager may undertake some or all of these responsibilities as determined with their direct supervisor and documented in detail in their annual work plan.

Indigenous Strategic Marketing and Leadership

- Act as the primary strategic partner and advisor for the Office of the PVC (ILE) and Indigenous leaders across the university. Establish, implement and monitor the strategic marketing and communication plan aligned to Indigenous education, research, and engagement priorities, setting objectives in collaboration with Indigenous leadership and MCU and aligned with Indigenous cultural events, within allocated resources.
- Execute activity directly or collaborate across MCU and external suppliers to deliver data informed campaigns, content, and engagement activities that present a cohesive and culturally appropriate brand presence, support Indigenous led storytelling, and apply appropriate consultation, permissions and Indigenous Cultural and Intellectual Property (ICIP) principles.
- Provide strategic advice and support for selected events and engagements that advance the objectives of the Indigenous portfolio.
- Optimise marketing resources to respond to emerging opportunities and support sustained strategic outcomes across Indigenous initiatives.

Integrated Pan-University Strategic Marketing and Leadership

- Work in partnership with other Marketing and Communication Managers and teams across MCU to identify shared opportunities and co-lead pan-university marketing initiatives that enhance visibility, coordination, and strategic alignment across priority audiences, supporting mutually beneficial strategic, revenue, and reputation outcomes.
- Execute activity directly or collaborate across MCU and external suppliers, to deliver data-informed campaigns, content and engagements that are seamlessly integrated and synergistic, while presenting a cohesive brand presence.
- Champion best-practice Indigenous representation in messaging, imagery, talent, language and design. Ensure Indigenous-led stories are told ethically, accurately and with community consent.
- Champion and implement the Indigenous Cultural and Intellectual Property Guidance and Procedure,

Digital Presence Stewardship and Channel Execution

- Ensure content across digital platforms is optimised for discoverability, engagement, and alignment with website governance principles, audience behaviours and strategic priorities. Execute activity directly or collaborate across other teams within MCU and across the university to implement.
- Provide strategic direction to improve digital performance, supported by analysis, experimentation, personalisation and emerging technologies, to inform technical implementation and support revenue diversification through enhanced searchability including SEO, GEO and AEO practices.

- Provide strategic advice, embed best-practice standards, and champion content governance in partnership with digital owners and champions.

Stakeholder Engagement and Reporting

- Build and maintain strong, respectful relationships with Indigenous leaders and stakeholders to enable integrated strategic marketing outcomes.
- Foster engagement with teams across the PVC (ILE), Jumbunna, MCU, Faculties, and Divisions to refine marketing approaches, share learnings and ensure continuous improvement.
- Deliver transparent measurement frameworks and reporting that connects strategic intent with execution and measurable outcomes, enabling continuous feedback across faculties and teams.
- Ensure all Indigenous marketing and communication activity aligns with UTS brand, accessibility, compliance and governance standards, while embedding culturally appropriate representation and continuous improvement practices across channels.

POSITION CHALLENGES

- Balancing dual responsibilities across multilateral marketing plans and initiatives while ensuring strategic alignment.
- Translating priorities and audience insights into integrated campaigns that support institutional goals.
- Navigating a competitive and rapidly evolving higher education landscape.
- Ensuring marketing activity is measurable, scalable, and responsive to emerging technologies, media trends, and digital optimisation opportunities.
- Facilitating collaboration across the university to enable unified execution and shared success.
- Embedding governance and continuous improvement practices across digital platforms and content touchpoints.

AUTHORITY

The Indigenous Marketing and Communication Manager is expected to act within broad direction and with a considerable degree of autonomy. The Indigenous Marketing and Communication Manager has the authority to develop and implement high-level marketing and communication strategies and plans and to develop and maintain internal networks to ensure widespread understanding of UTS's profile amongst priority audiences.

UTS Capabilities for the Role

Pipeline				
Category	Self Awareness	Relating to Others	Thinking Style	Performance
Capabilities	Deals with ambiguity	Engages others	Focuses on client	Achieves results

HEALTH AND SAFETY

At UTS, we're changing the game. We're on a journey to be the leading university of technology and we're moving the world forward with our breakthroughs. You won't find any sandstone here. We work at the nexus of creativity, technology and innovation and we want bright minds and constantly curious people to help us make it happen. As a young university, our goal is to connect, collaborate and make an impact with purpose and passion. [Read more about our Employee Value Proposition here.](#)

HEALTH AND SAFETY

It is a condition of employment that all staff, supervisors and managers understand and comply with their HSW responsibilities as outlined in the [UTS Health, Safety and Wellbeing Policy](#).

- Thoroughly understands the UTS Health & Safety Management System, and how to implement the UTS Health and Safety Policy and related risk management programs that apply to the area of responsibility.
- Understand the major hazards, risks profile, compliance requirements and correct safe work procedures in their area of responsibility, including the reporting of hazards and incidents.
- Ensure that staff receive the necessary induction, training and instruction about work health and safety.
- Assist the Dean/Director in developing, implementing and monitoring the local area Health and Safety Plan.
- Fulfil any assigned responsibilities under the UTS and local area Health and Safety Plan, including communication and consultation with stakeholders regarding work health and safety risks in their area of responsibility.
- Demonstrate a proactive approach to health and safety by challenging unsafe behaviour/attitude and providing leadership on work health and safety matters.

RECORDS MANAGEMENT

It is a condition of employment that all staff, supervisors, managers, and staff appointed in formal records contact roles, understand, and comply with their information management responsibilities as outlined in the UTS Records Management Policy and Privacy Policy.

UTS: PEOPLE UNIT

POSITION: Indigenous Marketing and Communication Manager

FACULTY/UNIT: Marketing and Communication Unit

Skills and Attributes

- Proven ability to develop and execute strategic, audience-segmented marketing plans aligned with UTS Indigenous strategies, institutional goals and brand strategy.
- Demonstrated ability in fostering strong partnerships with a diverse range of stakeholders and collaborators, and specifically Indigenous organisations and communities to coordinate cross-functional efforts and create cohesive marketing strategies.
- Demonstrated understanding, or ability to rapidly develop understanding, of Indigenous cultural protocols and culturally safe ways of working, and the ability to apply these in a strategic marketing and communications context.
- Demonstrated ability to manage sensitive cultural content responsibly, applying Indigenous cultural protocols to consultation, approvals, storytelling, and representation, in the context of marketing and communications and ensuring appropriate consultation, permissions, attribution and protection of Indigenous Cultural and Intellectual Property (ICIP).
- An ability to recognise priorities based on Indigenous values and processes to ensure an atmosphere of cultural safety in the professional context.
- Demonstrated ability to interpret and apply policy, governance and brand frameworks to deliver compliant, culturally appropriate marketing and communication outcomes in a complex organisation.
- Strong analytical skills with experience in using data and insights to inform strategy, optimise performance, and report on outcomes.
- Demonstrated resilience and adaptability in navigating complex environments and responding to emerging opportunities.
- Ability to foster innovation and continuous improvement through experimentation, feedback, and process optimisation.
- Strong leadership and decision-making capabilities under pressure, including the ability to influence outcomes, navigate competing priorities, and deliver strategic outcomes through persuasive communication and stakeholder alignment.

Knowledge

- A deep understanding of marketing and communication principles, including strategic market positioning, planning, digital engagement, content strategy, campaign planning, and performance measurement.
- A deep understanding of Indigenous strategic priorities, values and protocols.
- Knowledge of Indigenous cultural protocols, values and processes relevant to engagement, representation and decision-making in a complex organisational context.
- Knowledge of the principles for the protection of Indigenous Cultural and Intellectual Property (ICIP), and their practical application in a marketing, communications and content production context.
- Knowledge of ethical Indigenous representation in communications, including culturally appropriate storytelling, visual representation and engagement practices.

- An understanding of Indigenous policy, strategy and governance settings within a complex organisation, or demonstrated ability to develop this understanding quickly
- An understanding of trends and challenges in the Australian higher education sector, particularly in domestic student attraction and postgraduate markets, or a demonstrated ability to develop such understanding quickly.
- Familiarity with audience behaviour insights, lifecycle marketing, and lead generation strategies.

Qualifications

- Postgraduate or Degree qualification in marketing, communications or business with extensive experience; or
- Extensive management experience and proven management expertise; or
- An equivalent combination of relevant experience and/or education/training.

Experience

- Demonstrated experience successfully delivering strategic marketing and communication within a complex organisation, preferably in the higher education sector.
- Experience in managing digital content, promotional campaigns, and stakeholder engagement across multiple channels.
- Proven track record in influencing and delivering measurable outcomes.

ORGANISATIONAL CHART

Marketing and Communication Partnerships (1/2)



Marketing and Communication Partnerships (2/2)

