

Position Description

Position: Marketing & Events Officer

Reports to: Marketing & Community Engagement Lead
Director of College Life / Deputy Principal

Emmanuel College is a co-educational residential college within The University of Queensland. Our mission is to provide a collegiate environment in which students undertaking tertiary level studies in Brisbane will have the greatest possible opportunity for academic achievement, intellectual development and personal growth in a supportive Christian environment.

The Role and Organisational Relationships

The Marketing & Events Officer plays a key role in supporting the delivery of the College's marketing strategy. This role forms part of the College's Community Engagement Team and works closely with the Marketing & Community Engagement Lead to implement marketing campaigns, coordinate events, engage key stakeholders and support student recruitment.

This is a full-time, fixed-term contract position for a period of twelve months with the possibility of extension.

Confidentiality and Privacy

This is a position of trust and responsibility and actively contributes to the safety and wellbeing of our students. The College takes its duty of care to its residents very seriously. As this student-facing role will bring you into contact with situations where confidentiality is required or requested, it is important that you understand and follow College policies and procedures at all times.

Specific Duties

Marketing and Communications

- Support the delivery of the College's marketing strategy.
- Assist in the development and execution of marketing campaigns across digital, print and social media channels.
- Assist in the preparation and distribution of College communications to both internal and external stakeholders.
- Maintain the College's website content including event listings, news articles and any necessary updates.
- Support brand consistency across all marketing communications.
- Stay abreast of the latest trends in digital marketing and website development.

Events

- Support the coordination and delivery of key College events.
- Coordinate event logistics including venue bookings, run sheets, catering, registrations and on-the-day support.
- Liaise with suppliers and external partners to ensure smooth event delivery.

- Promote events through social media and digital channels to maximise attendance and engagement.
- Assist in the preparation and distribution of event communication including invitations, RSVP tracking and any post-event communications.
- Conduct post-event evaluations and reporting to inform future events.

General

- Provide administrative support to the Community Engagement Team
- Provide data entry support in maintaining the College's databases and mailing lists.
- Any other tasks as reasonably required to support the Community Engagement Team and College initiatives.

Qualifications and Experience

- Bachelor's degree in marketing, communications, event management or a related field.
- Experience creating content for social media and digital marketing platforms.
- Experience coordinating or assisting with event planning and delivery.
- Familiarity with marketing tools such as Canva, Meta Business Suite, Mailchimp, WordPress or similar platforms.
- Proficient in Microsoft 365 suite including Outlook, Word, Excel and Teams, etc.
- Excellent written and verbal communication skills.
- Strong organisational, time management and administrative skills.
- Ability to handle sensitive and confidential information with discretion and in compliance with the College's Privacy Policy and Australia's privacy laws.
- Holder of, or eligible for, a Blue Card.

Personal Attributes

- Willingness to work within the College's ethos and comply with its policies, and willingness to participate fully in the College's portfolio development program.
- Empathy and a genuine desire to support students.
- A commitment to creating a diverse and inclusive community.
- Ability to work effectively with a diverse student population.
- Excellent interpersonal skills and ability to work collaboratively with team members.
- Proactive and solution-oriented mindset with the ability to remain calm and adaptable in fast-paced event environments.
- Creative thinker with a passion for marketing and a keen eye for detail.
- Strong attention to detail and who takes initiative for ensuring continuous improvement of work tasks, processes, and systems.
- Honest, ethical, and professional, with a focus on confidentiality and discretion in the handling of sensitive information.

Emmanuel College is committed to creating a community focused on equality, diversity, and inclusion. We encourage applications from First Nations people, and people of all identities. Our aim is to create a workforce that reflects the community in which we live.