

## Position Description

|                      |   |
|----------------------|---|
| <b>Job title:</b>    | <b>Marketing and Communications Manager</b>             |
| <b>Reporting to:</b> | <b>Senior Manager, Business Planning and Operations</b> |
| <b>Department:</b>   | <b>Business Services</b>                                |
| <b>Location:</b>     | <b>St Lucia</b>   |

---

## Purpose of the Position

The **Marketing and Communications Manager** is responsible for the delivery of UQ Sport's marketing, communications and digital experience portfolio, with a strong emphasis on hands-on execution, forward planning and subject matter expertise.

The role works closely with operational teams and UQ stakeholders to translate strategy into coordinated, practical and measurable marketing and digital outcomes across a diverse sport, recreation and wellbeing offering.

---

## Key Responsibilities

### **Brand, Marketing & Communications Delivery**

- Be accountable for UQ Sport's marketing and communications activity, ensuring consistent application of brand positioning, tone of voice and visual identity in alignment with UQ brand requirements.
- Develop and maintain 12-month rolling campaign plans that balance foresight, seasonality and emerging opportunities across UQ Sport's programs, venues and services.
- Plan, execute and evaluate integrated marketing campaigns end-to-end (from briefing and channel selection through to delivery, reporting and insight), driving student engagement, participation, membership and revenue outcomes.
- Champion the use of compelling content across digital, web, social, email and on-site channels, with a strong focus on usability and audience relevance.
- Act as the primary subject matter expert for marketing and communications within UQ Sport, providing practical advice and guidance to internal teams.

### **Digital Experience & Web Management**

- Be accountable for the design, structure and ongoing optimisation of the UQ Sport website and related digital platforms, with a clear focus on customer experience, accessibility and conversion.
- Take hands-on responsibility for web content management, user journeys, information architecture and continuous improvement of the digital experience.
- Take practical ownership of website platform hygiene, governance and optimisation, including backend content management, structure and ongoing improvements.
- Use data and analytics to monitor digital performance, user behaviour and campaign effectiveness, turning insight into practical improvements.

- Hands-on experience working with contemporary content management systems (e.g. WordPress or similar) to manage complex, content-rich websites.

#### **Planning, Governance & Coordination**

- Develop and maintain marketing and communications plans aligned to UQ Sport priorities, balancing strategic intent with realistic capacity, sequencing and delivery discipline.
- Establish and manage fit-for-purpose workflow and request-intake processes, ensuring marketing activity from across UQ Sport is prioritised, coordinated and deliverable.
- Establish fit-for-purpose processes to ensure marketing activity is coordinated, efficient and compliant.
- Oversee budgets, schedules and resources for the marketing and communications function.

#### **Leadership, Relationships & Capability**

- Provide day-to-day leadership and support for marketing and communications staff, modelling collaborative, outcomes-focused and respectful ways of working.
- Build strong working relationships across UQ Sport, the University and third-party partners to support effective delivery.
- Represent UQ Sport professionally in marketing, communications and digital forums as required.
- Support the Senior Manager, Planning and Business Operations with expert marketing input.
- Contribute as a strong team player who builds credibility through delivery, practical support and shared success.

---

## Essential Qualifications

- Postgraduate qualifications (or be in progress towards postgraduate qualifications) in Marketing, Sport or Business, or a related field or an equivalent combination of qualifications and workplace experience.
- Blue Card

---

## Essential Experience and Skills

- 7+ years demonstrated experience delivering marketing and communications outcomes in a complex organisation, including 3–5 years leading or managing marketing capability and people.
- Strong hands-on experience in website management, digital content and digital campaign execution.
- Demonstrated experience planning and executing multi-channel campaigns with results measurement and reporting.
- Proven ability to use data and analytics to optimise digital performance.

---

## Essential Behavioural Competencies

- Align behaviour with the UQ Sport values
- Strategic thinking and ability to translate vision into actionable plans
- Communicate well with, and motivate colleague across the organisation
- Passion for continuous learning and professional development
- Ability to develop and maintain meaningful relationships with internal and external stakeholders
- Demonstrated ability to create positive experience with customers, clients and colleagues



- Consistent drive to take ownership of the position, plan and organise to deliver on promises
- Be a respectful and reliable team member
- Ability to professionally develop your team and provide avenues for advancement
- Initiative to identify problems and provide effective solutions
- Champion innovation, embrace feedback and strive to implement positive changes for continuous improvement

---

## Essential Health and Safety Responsibilities

- Visibly lead and model expected health and safety behaviours.
- Ensure effective consultation with workers on WHS matters.
- Ensure staff and contractors are appropriately trained, licensed and inducted.
- Actively manage hazards, incidents and corrective actions across the portfolio.
- Maintain compliance with the Work Health and Safety Act 2011 and UQ Sport WHS systems