



# Brand Centre Coordinator

MARKETING & COMMUNICATION  
CHANCELLERY DIVISION



## About QUT

QUT is a major Australian university with a global outlook and a 'real world' focus. We are one of the nation's fastest growing research universities and our courses are in high demand.

We are an ambitious and collaborative institution that seeks to equip our students and graduates with the skills they will need in an increasingly disrupted and challenged world. We are transforming the student experience we offer our 50,000 students and we place a premium on the international and national accreditation of our various professional degrees.

Our internationally award-winning Science and Engineering Centre is home to The Cube, acknowledged as one of the world's largest digital interactive learning and display spaces. QUT established the world's first Creative Industries Faculty, and we invest heavily in collaborative learning and interdisciplinary research environments, including the \$95M Education Precinct.

Further information about QUT can be obtained from the website at [www.qut.edu.au](http://www.qut.edu.au).

### Our Vision

QUT's [Blueprint 6](#) is our institutional strategic plan. The Blueprint formalises QUT's ambitions and declares our strong sense of purpose which is to provide transformative education and research relevant to our communities. It provides a framework and strategies to enable QUT to realise our vision to be the university for the real world and identifies the following priorities:

- support aspiration and inclusion
- encourage creativity and entrepreneurship
- embrace digital transformation and technology
- embed principles of health and wellbeing
- support Indigenous Australian engagement, success and empowerment
- enable professional engagement and ethical leadership and,
- focus on the environment and sustainability

Aligned to and supporting our vision are the QUT Values. These Values highlight what makes QUT distinct and successful. Providing a compass for our decisions, actions and behaviours and strengthening our community.

### QUT Values

- Ambition
- Curiosity
- Innovation
- Integrity
- Inclusiveness

## About the Chancellery Division

The Vice-Chancellor and President is responsible to Council for providing leadership to the University and for the academic, financial and administrative functions of the University. The Vice-Chancellor is also QUT's chief representative on external forums.

The Vice-Chancellor leads the Chancellery Division which includes the Business Development and International Portfolios, Indigenous Strategy, Government Relations and Policy, Assurance, Risk and Integrity Services, Marketing and Communication, and Finance Business Solutions.

The Office of the Vice-Chancellor provides support and manages the business of the Vice-Chancellor and Chancellery Division. The Chancellery supports the University Executive in fulfilling their responsibilities to Council for providing leadership to the University and its academic, financial and administrative functions.

## About Marketing and Communication

The Marketing and Communication Department is responsible for:

- Building and protecting QUT's brand and reputation
- Engaging and recruiting future students
- Ensuring communications from QUT are effective and of high professional standard.

As well as professional services provided to the university community, the Department is responsible for a variety of corporate communication functions and oversees relevant policies, protocols and governance arrangements.

## About the Position

The Brand Centre Coordinator works with the Brand and Creative Studio Manager to interpret business needs and to develop Brand Centre solutions to ensure successful implementation of QUT's corporate identity, brand guidelines, and standards. Key focus areas of the role will be coordination, client liaison, and identifying opportunities for improvement using the Brand Centre.

This position reports to the Associate Director, Brand and Digital Communications for supervision, workload management and for Performance Planning and Review (PPR).

### Key responsibilities include:

- In consultation with the Associate Director, Brand and Digital Communications and the Brand and Creative Studio Manager, coordinate the configuration and maintenance of the brand centre platform and the relationship management with the user community across QUT.
- Maintain the vendor relationship with the Brand Centre vendor including liaison regarding support, feedback and contract renewal.
- Oversee the configuration, maintenance, and administration of the Brand Centre system.
- Maintain templates and corporate branding assets on the Brand Centre system and define the template development strategy and lifecycle.
- Define an asset library curation strategy for images, video, audio and other asset types.
- Oversee the development and maintenance of the metadata schema/s.
- Oversee the information architecture and information management within the Brand Centre.
- Identify and manage new opportunities for Brand Centre integrations with other systems.
- Work towards continuous improvement for the Brand Centre via user research.
- Work closely with the Brand and Creative Studio Manager, Marketing Consultants and other stakeholders to ensure the integrity of the platform.
- In consultation with Creative Communication Partners and their portfolio clients, interpret and operationalise client marketing and

communication briefs into Brand Centre solutions and templates.

- Liaise with user groups throughout the university to support collection and maintenance of assets.
- Maintain comprehensive working knowledge of the brand centre platform and liaise with the vendor.
- Coordinate the development and maintenance of communication and training materials to support buy-in across the system.
- Supervise the positions of Brand Centre Curator and Brand Centre Communications and Training Officer.
- Compliance with health and safety policies, procedures, hazard reporting and safe work practices.

To ensure job flexibility the successful appointee may be required to:

- perform any other duties as nominated by the University consistent with the relevant classification descriptors detailed in the Enterprise Agreement. Staff undertaking any new duties will receive training;
- participate in job rotation or multiskilling in consultation with their supervisor;
- work across campuses.

### Type of appointment

This appointment will be offered on a fixed-term, full-time basis for two (2) years.

### Location

Kelvin Grove campus.

## Selection Criteria

1. Education, training and/or relevant experience equivalent to a degree in visual and design communications, online communication, marketing, or editing and publishing, combined with at least four years subsequent relevant work experience.
2. Strong knowledge of design principles, user experience, workflow management, metadata management, contract and vendor management, and image and video composition and quality.
3. Demonstrated experience coordinating projects, resources and briefs, to achieve goals within tight deadlines.
4. Excellent interpersonal, presentation and influencing skills with demonstrated



experience in consulting and collaborating with both internal and external stakeholders at a variety of levels.

5. Demonstrated communication skills including the ability to prepare clear and concise submissions, reports, plans and complex correspondence.
6. Demonstrated ability to develop and conduct training sessions.
7. Demonstrated critical analysis skills, including the ability to capture and interpret business needs, problem solve and recommend solutions.

### **Remuneration and Benefits**

The classification for this position is Higher Education Worker Level 7 (HEW7) which has an annual remuneration range of \$101,955 to \$111,526 pa. Which is inclusive of an annual salary range of \$97,738 to \$110,781 pa and 17% superannuation.

In July 2020 QUT staff voted in favour of a variation to its Enterprise Agreements. The variations were approved by the Fair Work Commission in August 2020.

The variation impacts leave loading (for new staff no loading will be paid or accrued during the period the variation is in effect), salary increases (the salary increase which was due to occur in the first full pay period of December 2020 has been deferred until the first full pay period of December 2021) and superannuation (superannuation will be paid to staff as though the salary increase which would have been paid in December 2020 has taken effect and, subject to the rules of the superannuation fund, a defined benefit member will continue to make contributions in alignment with the contributions made by the University). A link to the variation is [here](#).

Beyond personal and professional fulfilment, a career at QUT brings a broad range of tangible benefits. With competitive remuneration including superannuation, the University offers real and generous benefits.

QUT is a high quality and flexible organisation that is proud of its excellent employment conditions which include but are not limited to:

- Reduced working year scheme
- Parental leave provisions
- Study support encompassing leave and financial assistance
- Comprehensive professional development
- Salary Packaging

Further benefits can be found at the [Working at QUT](#) page.