

Senior Creative Communication Partner

Marketing and Communication Department



**the university
for the real world**

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.

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 Department

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 Senior Creative Communication Partner is a senior member of the Brand and Creative Studio team, working closely with the Manager, Brand & Creative Studio and Creative Studio Team Leader to deliver innovative marketing and design solutions to support the marketing and communication strategy of the university in recruiting students, promoting research and developing its positive reputation.

The Senior Creative Communication Partner is responsible for the successful creative delivery and project management by managing project planning, interpreting marketing and business needs, and developing briefs for design and communication solutions, including timelines and scoping. The role is responsible for nurturing and engaging a portfolio of priority clients across QUT plus working alongside M&C colleagues, Creative Partners, Designers, Videographers, Photographers and Marketing Professionals, collaborating and developing creative solutions to meet team and departmental priorities.

The role requires a proactive approach with managing the client portfolio, forecasting and planning creative jobs for key periods

throughout the year and working with the Creative Team Leader to resource and deliver these projects efficiently.

The role requires ongoing knowledge of QUT's corporate identity, branding and marketing strategies as they relate to the creation of communication materials across a range of distribution channels.

This position reports to the Manager, Brand and Creative Studio for supervision, workload management and for Performance Planning and Review (PPR).

Key responsibilities include:

- Propose and develop ideas for branding, specific advertising, campaigns or promotional materials, project plans and deliverables for print, digital, photo-video or presentation, in line with current trends in design, advertising and marketing.
- Act as a day-to-day point-of-contact for your portfolio of internal clients, overseeing and managing all project related tasks, proactively setting and managing client expectations, and communicating clearly across projects
- Provide strategic marketing advice and analysis to clients, offering creative solutions to their business needs.
- Coordinate and manage the successful, high-quality creative delivery of a diverse variety of projects that meet strategic objectives, as well as client requirements, timeframes, and budgets.
- Develop, manage and maintain client relationships across a range of organisational environments including executive, corporate, academic, marketing and administrative areas.
- Working closely with the Creative Team Leader, interpret and respond to client briefs and prepare reverse/conceptual briefs.
- Work and collaborate with in-house designers, photographers and videographers to deliver on client briefs.
- Present and pitch creative solutions to clients and their stakeholders, ensuring the outcome meets the brief and business needs.
Develop creative, design and production briefs, and detailed project scopes and timelines, assigning hours, resourcing, and costs (where relevant).
- Supervise external designers, technicians and service providers, as required.

- Provide advice on printing options and ideas, including obtaining quotes from third-party services, as required.
- Advise clients on corporate identity guidelines, branding guidelines and other relevant university strategies/policies as required.
- Provide a high standard of editorial oversight and proofreading, when required.
- Maintain current industry knowledge and awareness of trends across marketing, digital marketing, design, printing and other relevant media to provide relevant and professional advice to clients.
- 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 is available on an ongoing, full-time basis.

Location

Kelvin Grove campus.

Selection Criteria

1. Education, training and/or experience equivalent to completion of a postgraduate qualification or progress towards a postgraduate qualification in a marketing communication related discipline with extensive relevant experience in creative, advertising and branding projects.
2. Demonstrated professional experience (equivalent to 6-9 years) in a fast-paced environment managing multiple creative projects simultaneously and delivering with high quality standards.
3. Demonstrated experience in the conceptualisation and production management of a range of marketing communication activities, including print publications, social media and digital marketing campaigns within tight deadlines.

4. Demonstrated ability to interpret business needs, problem solve and develop communication briefs, projects and solutions.
5. Highly developed communication and interpersonal skills with demonstrated experience in negotiation, presentation and liaising with internal and external stakeholders at a senior level, including a proven ability to develop and maintain excellent relationships with key client stakeholders. Highly developed collaboration skills in working with multiple teams on projects, including facilitating relationships between teams, planning and scoping resources, developing schedules and resolving open issues that prevent progress.
6. Demonstrated critical analysis skills, including the ability to capture and conceptualise client needs, as well as, present information in an accurate and professional manner.

Remuneration and Benefits

The classification for this position is Higher Education Worker Level 8 (HEW8) which has an annual remuneration range of \$114,686 to \$129,990 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.

Information for applicants

The position is open to ongoing staff whose substantive position is redundant or a staff member whose substantive position is in a job family to be reduced in size or any ongoing, fixed-term, casual or sessional staff member including those employed on or after 23 April 2020. Indigenous Australians who have not been employed by QUT previously are also eligible and are encouraged to apply.

For further information about the position, please contact Natalie Ryan, Associate Director, Brand and Digital Communications on (07) 3138 3026; or for further information about working at QUT contact Human Resources on (07) 3138 4104.

QUT is proud to be an inaugural Athena SWAN charter member. We have extensive and established support programs for women in STEM. For more information on the Athena SWAN charter, contact Tracy Straughan on (07) 3138 1584.

Candidates who are interested in the position are encouraged to apply even though they may feel they are not strong on individual selection criteria.

In assessing merit, the panel will take into consideration “performance or achievement relative to opportunity”. We recognise that many staff today have a range of personal circumstances, and career histories that challenge traditional ideas of a staff member. This may mean, for example, prioritising the quality of achievement rather than the quantity, as considerations of part-time employment, career interruptions and significant periods of leave are taken into account when assessing performance or achievement.

How to Apply

For further information and to apply, please visit www.qut.edu.au/jobs for reference number **20727**.

When applying for this position, a Curriculum Vitae and up to a two-page covering letter outlining your suitability for the role against the selection criteria will be required.

Applications close: 16 December 2020

