POSITION DESCRIPTION

Position Title	ENVISAGE National Marketing Specialist		
Organisational Unit	Faculty of Health Sciences		
Functional Unit	National School of Allied Health		
Nominated Supervisor	ENVISAGE National Project Manager		
Classification	HEW 7		
CDF Level	CDF1	**Position Number**	10611700
Attendance Type	Part Time	**Date reviewed**	03-SEP-2025

ABOUT AUSTRALIAN CATHOLIC UNIVERSITY

Mission Statement: *Within the Catholic intellectual tradition and acting in Truth and Love, Australian Catholic University is committed to the pursuit of knowledge, the dignity of the human person and the common good.*

An ACU education builds on the Catholic understanding of faith and reason working together in pursuit of knowledge and promotion of human dignity and the common good.

An ACU education seeks to transform lives and communities. Students are challenged to look beyond the classroom, solve real-world problems, develop their own search for meaning and cultivate strong professional ethics. They are invited to stand up for people in need and causes that matter.

ACU is open to all. As is common with great Catholic institutions the world over, the university is inclusive and supportive of everyone, every day – regardless of their faith or tradition.

ACU is a young university making a serious impact. Ranked in the top two per cent of universities worldwide and in the top 10 Catholic universities, we're also a leader in employability with 94 per cent of our graduates employed. The university has seven campuses around Australia, a campus in Rome, Italy, and an online campus – ACU Online.

ACU has four faculties, and several research institutes and directorates. We believe our number one asset is our people. It's the character, enthusiasm and dedication of our staff that make this a university like no other. All our staff contribute to the achievement of our goals set out in ACU's Vision 2033 and aim to provide high-quality services with a strong focus on service excellence.

To be agents of change in the world, we all need to see life through the eyes of others. We believe that our role as a university is to inspire and equip people to make a difference – and that means cultivating their ability to act and think empathetically.

The structure to support this complex and national university consists of:

- Vice-Chancellor and President
- Deputy Vice-Chancellor (Catholic Mission)
- Provost and Deputy Vice-Chancellor (Academic)
- Deputy Vice-Chancellor (Corporate)
- Deputy Vice-Chancellor (Research and Enterprise)
- Deputy Vice-Chancellor (Education)

ABOUT THE FACULTY OF HEALTH SCIENCES

The Faculty of Health Sciences comprises three schools:

- Allied Health
- Behavioural and Health Sciences
- Nursing, Midwifery and Paramedicine

There are currently approximately 14,000 students (EFTSL) and 520 (FTE) staff in the faculty under the disciplines: occupational therapy, speech pathology, social work, exercise science, exercise physiology, nutrition science and dietetics, biomedical science, nursing, midwifery, paramedicine, digital health, physiotherapy, psychology and public health. The Faculty is represented across seven ACU campuses.

The Faculty's research broadly addresses the Future Healthcare Worker, Health across the Lifespan, and Human Performance, with some of our current research focused on Cardiovascular Disease, Metabolism, Health Services Research, Nutrition, Sports Performance and Rehabilitation, Psychology, and Mental Health.

An expanding portfolio of postgraduate courses is also available in coursework and research. Many postgraduate courses within the Faculty have been developed in conjunction with industries to meet specific needs of the professions and industry. Some postgraduate units are offered in flexible learning mode by online study. All students have professional and clinical experience that is supervised by specially qualified practitioners. Catholic hospitals and other public, private and specialty organisations, as well as schools and the health and sports industry, are involved with preparing for, promoting, and offering this valued and essential experience.

The goals of the Faculty are closely linked to and emanate from the Mission of the University. The areas of achievement by the Faculty include the key areas of teaching and learning, research and scholarship, community engagement in addition to specific objectives regarding internationalisation, quality and resource management. It has well-established procedures for evaluating performance and ensuring quality which involve students and representatives of the various statutory registration authorities and professional organisations, as well as recent graduates and employers.

Further information about the Faculty can be found at:

https://www.acu.edu.au/about-acu/faculties-directorates-and-staff/faculty-of-health-sciences

ABOUT THE NATIONAL SCHOOL OF ALLIED HEALTH

The National School of Allied Health is located on six of the University's campuses: Brisbane, Strathfield, North Sydney, Canberra, Melbourne and Ballarat and is responsible for delivery of programs in four professional disciplines:

- Occupational Therapy
- Speech Pathology
- Physiotherapy
- Social Work / Human Services

Further information about the School can be found at: https://www.acu.edu.au/about-acu/faculties-directorates-and-staff/faculty-of-health-sciences/school-of-allied-health.

The School welcomes Aboriginal and Torres Strait Islander staff, students, and community perspectives in our commitment to culturally responsive classrooms and culturally safe environments. Substantial work has been undertaken over the last 10 years to embed Aboriginal and Torres Strait Islander ways of knowing, being, and doing in curricula, as well as to build cultural capability and responsiveness in staff. Our aim is to create sustained working and teaching environments where Aboriginal and Torres Strait Islander students, cultural mentors and academics can thrive. Underpinning this work is a strong ongoing focus on community engagement both within and external to ACU to truly privilege the voices of Aboriginal and Torres Strait Islander People within co-design, delivery, and evaluation of all of the School's activities. Support to undertake cultural activities is available and encouraged within the school, faculty and university for Aboriginal and Torres Strait Islander applicants.

POSITION PURPOSE

The National Marketing Specialist leads the strategic design and delivery of all marketing, communications, and stakeholder engagement activities that support the national implementation of the ENVISAGE and the different ENVISAGE programs across Australia. This role is responsible for developing and executing integrated campaigns that drive caregiver recruitment, program visibility, and stakeholder engagement, ensuring alignment with ENVISAGE's values and objectives.

Working closely with the National Project Manager and Research Leadership Team, the specialist manages the full marketing lifecycle—from planning and content creation to execution and evaluation—across digital, print, and in-person channels. This includes oversight of the ENVISAGE website and social media platforms, ensuring they are current, accessible, and aligned with brand and compliance standards. The role also leads the development of media assets, including video content, newsletters, and promotional materials tailored to diverse audiences such as caregivers, industry, and community partners.

A key focus of the role is building and nurturing partnerships with service delivery partners, community

organisations, podcast platforms, and media outlets to amplify reach and support recruitment. The Marketing Specialist coordinates national advertising efforts, including paid digital campaigns, influencer collaborations, and targeted outreach through trusted referral networks. They also support the delivery of stakeholder briefings and educational sessions to strengthen referral pathways and professional engagement.

The position requires strong writing and editing skills, digital marketing expertise, and the ability to manage multiple projects in a fast-paced, collaborative environment. Familiarity with the early childhood and disability sectors is highly desirable. The specialist plays a critical role in ensuring that ENVISAGE communications are inclusive, evidence-informed, and impactful—contributing to the program's national growth and long-term sustainability.

KEY RESPONSIBILITIES

Introduction

A number of frameworks and standards express the University's expectations of the conduct, capability, participation and contribution of staff. These are listed below:

- ACU's Vision 2033
- Catholic Identity and Mission
- Code of Conduct for all staff
- ACU Capability Development Framework
- ACU Staff Enterprise Agreement 2022-2025
- ACU Staff Reconciliation Action Plan

The Capability Development Framework describes the core competencies needed in all ACU staff to achieve the university's strategy and supports its mission.

Responsibility	Scope
Provide consultative services to the ENVISAGE National team in relation to marketing strategy, planning, execution, and evaluation. Prepare, review, execute, and measure the annual marketing plan and monitor the marketing budget.	The position mainly contributes to activities; outcomes and goals within their immediate team or work unit
Develop innovative and exciting digital and offline marketing and promotion campaigns, strategies, and activities for ENVISAGE and key stakeholders that will enhance the brand and reputation of the Envisage program and enhance caregiver engagement and increase enrolment into ENVISAGE, participation and retention of caregivers in the program.	The position contributes to activities; outcomes and goals; that are implemented and have impact across the University
Monitor the performance of marketing campaigns and optimise marketing initiatives to continually improve performance. Monitor and use analytics and insights to increase digital conversions for campaigns.	The position mainly contributes to activities; outcomes and goals within their immediate team or work unit

Responsibility	Scope
Develop reports and analytics on campaign performance and future improvements to campaigns and provide recommendations to the National Program Manager.	
Identify and optimise on campaign improvements to ensure marketing communications supports the participant experience across Australia. Continuously improve ENVISAGE's online presence and visual identity through Search Engine Optimisation.	The position contributes to activities; outcomes and goals; that are implemented and have impact across the University
Plan, schedule, and coordinate advertising for key marketing campaigns. Create, maintain and execute against a multi-channel communication calendar and keeping it up to date.	The position mainly contributes to activities; outcomes and goals within their immediate team or work unit
Collaborate with ACU MER and Media/Communications to promote the public profile of Envisage through proactive media engagement and communications opportunities	The position mainly contributes to activities; outcomes and goals within their immediate team or work unit
Establish and build strong working relationships with key internal and external partners to facilitate implementation and adoption of campaign initiatives. Engage effectively and collaboratively with researchers and professionals across disciplines and sectors, as well as with people with lived experience of disability, service providers and policy makers to build and sustain strong partnerships for mutual benefit to support successful delivery of the ENVISAGE project.	The position contributes to activities; outcomes and goals; that are implemented and have impact across the University
Work collaboratively with the National ENVISAGE team and contractors to ensure a seamless website journey from marketing campaigns via analysing open rate and click through rate to improve levels of engagement and participation in the ENVISAGE program	The position contributes to activities; outcomes and goals; that are implemented and have impact across the University
Ensure all ENVISAGE resources and materials meet accessibility guidelines for universal use, including for culturally and linguistically diverse users.	The position mainly contributes to activities; outcomes and goals within their immediate team or work unit

HOW THE ROLE OPERATES

The position will need to seek approval from their supervisor before making changes to processes and procedures.
The position requires resilience and adaptability to be able to respond to changes in the sector and business landscape and identify areas of improvement.
The position seeks and creates business opportunities for the organisation by liaising with a range of external stakeholders.
This position does not have managerial responsibilities.

SELECTION CRITERIA

Qualifications, skills, knowledge and experience:	• Qualification - Completion of a relevant undergraduate degree in the area of media, marketing or business/commerce; or an equivalent combination of relevant experience and/or training. • Experience - Proven experience in a similar marketing role (preferably not-for-profit/disability industry experience) with digital, communication and stakeholder engagement/retention strategies, social media and search engine optimisation to design and implement digital and social media campaigns. • Knowledge - Demonstrated experience in working within a geographically dispersed and multidisciplinary team ability to create offline marketing materials to design and implement offline marketing campaigns. • Skill - Demonstrated ability to independently multitask, prioritise and manage your time across competing priorities in a time sensitive environment. • Skill - Strong attention to detail and ability to proofread and ensure quality and accuracy of outbound communications. • Skill - Excellent analytical skills and a technical and strategic mindset. • Skill - Outstanding interpersonal and communication skills and capacity to initiate, manage and maintain partnerships and collaborations with internal and external stakeholders, including caregivers of children with disability, researchers, clinicians in an academic and or clinical setting, organisational leadership and government sector personnel. • Skill - Demonstrated commitment to family centred service and empowering caregivers of children with developmental concerns or disabilities to take a strength based, participation focused approach to their child and situation; and/or experience ("lived") raising a child with a disability (desirable).
Core Competencies:	• Demonstrate confidence and courage in achieving ACU's Mission, Vision and Values by connecting the purpose of one's work to ACU's Mission, Vision and Values. • Understand the business environment in which ACU operates and adopt a university-wide point of view to seize opportunities and improve commercial viability. • Keep stakeholder interest at the core of ACU business decisions and ACU service excellence as a top priority. • Communicate with purpose. Gain the support of others for actions that benefit ACU. Negotiate for mutually beneficial outcomes that are aligned with the Mission, Vision and Values of the University. • Take personal accountability for achieving the highest quality outcomes through understanding the ACU context, self-reflection, and aspiring to and striving for excellence.

Essential Attributes:	Demonstrated commitment to cultural diversity and ethical practice principles and demonstrated knowledge of equal employment opportunity and workplace health and safety, appropriate to the level of the appointment.
Working with Children and vulnerable adults check	Evidence of the ability to work with children and/or vulnerable adults, and contribute to and protect their safety and wellbeing. The successful applicant of this position will be required to hold a valid working with children clearance for the State or Territory in which the position is located.

REPORTING RELATIONSHIPS

For further information about the structure of the University, refer to the Organisation Chart https://www.acu.edu.au/about-acu/leadership-and-governance/leadership/organisational-structure

