# Position Description

## Communication & Information – CSOF5

Role summary for potential applicants

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| Advertised Job Title**:** | Senior Marketing Advisor, Commercialisation |
| Job Reference: | 58914 |
| Relocation Assistance**:** | N/A.  Term position until June 30, 2020 |
| Applications Are Open To: | Australian Citizens Only  Australian Citizens and Australian Permanent Residents Only   * All Candidates |
| Percentage of Client Focus - Internal: | 40% |
| Percentage of Client Focus - External: | 60% |
| Reports to the: | Brand and Marketing Team Leader |
| Number of Direct Reports: | 0 |
| Name and Contact Details For Applicant Enquiries: | Zofia Deschepper, 03 9545 2526, [Zofia.deschepper@csiro.au](mailto:Zofia.deschepper@csiro.au) |
| Contact Details For Applying: | Call 1300 984 220 or email [careers.online@csiro.au](mailto:careers.online@csiro.au). |
| How to Apply: | Please apply online at [jobs.csiro.au](https://jobs.csiro.au/) and enter the requisition number**.** Internal applicants please apply via ‘Jobs Central’ through the ‘People Hub’ icon |

## Role Overview:

We are seeking a driven, energetic and strategic senior marketing advisor to join our Corporate Affairs team; to deliver initiatives that support the implementation CSIRO’s commercialisation strategy. We have a formidable track record when it comes to turning world class research into globally adopted commercial opportunities and we are looking for the right person to promote our position as Australia’s innovation catalyst.

In this newly created role, you will be part of Brand and Marketing team and will work closely with the Business Development and Commercial team, leveraging their knowledge to implement integrated marketing solutions to drive brand awareness, engagement and advocacy.

As part of a wider pool of communication advisors, you’re an experienced and pragmatic B2B marketer with demonstrated success in devising, implementing and evaluating high-impact campaigns. An understanding of commercialisation and Australia’s innovation ecosystem is highly advantageous.

You are extremely organised with strong relationship and project management skills. The ability to work cross-functionally with diverse stakeholders including CSIRO staff, agency partners, government, universities, investors and industry is a key aspect of this role.

## Duties and Key Result Areas:

* Create, execute and monitor marketing plans that support the implementation of CSIRO's Commercialisation strategy.
* Deliver campaigns and events that raise CSIRO's profile in target markets, supports the commercialisation framework, driving awareness and engagement.
* Develop and implement internal campaigns promoting a culture of commercialisation.
* Coordinate and monitor campaign effectiveness and reporting; assisting Corporate Affairs to continuously improve and demonstrate outcomes.
* Manage constructive relationships with external agencies to deliver campaign objectives.
* Show initiative and work effectively as a member of a highly distributed team to deliver high quality outcomes with autonomy.
* Communicate openly, effectively and respectfully with all staff, clients and suppliers in the interests of good business practice, collaboration and enhancement of CSIRO’s reputation.
* Work collaboratively as part of a multi-disciplinary, often regionally dispersed research team, and business unit to carry out tasks in support of CSIRO objectives.
* Adhere to the spirit and practice of CSIRO’s Code of Conduct, Health, Safety and Environment plans and policies, Diversity initiatives and Zero Harm goals.
* Other duties as directed.

## CSIRO Competencies:

1. **Teamwork and Collaboration:** Cooperates with others to achieve organisational objectives and may share team resources in order to do this. Collaborates with other teams as well as industry colleagues.
2. **Influence and Communication:** Uses knowledge of other party's priorities and adapts presentations or discussions to appeal to the interests and level of the audience. Anticipates and prepares for others reactions.
3. **Resource Management/Leadership:** Sets up and maintains effective and efficient work teams and manages performance and resources, to achieve objectives. Chooses appropriate management strategies and communication styles to maintain high levels of motivation and productivity. Gives feedback for development purposes and provides support and direction for improvement.
4. **Judgement and Problem Solving:** Investigates underlying issues of complex and ill-defined problems and develops appropriate response by adapting/creating and testing alternative solutions.
5. **Independence:** Plans, sets and works to meet challenging standards and goals for self and/or others. Recognises where endeavours will make the most impact or difference, decides on desired outcome and sets realistic goals to reach this target.
6. **Adaptability:**Copes with ambiguity or situations that lack clarity. Adapts readily to changing circumstances and new responsibilities (which may include activities outside own preferences) in the interests of achieving team objectives. Recognises the need for and undertakes personal development as a result of changes.

## Selection Criteria:

*Under CSIRO policy only those who meet all selection criteria can be appointed*

1. Relevant tertiary qualification and work experience in marketing, business management or commerce.
2. Eight years marketing experience in a business-to-business environment.
3. Evidence of successfully developing and implementing strategic marketing initiatives and associated campaigns in a business-to-business context, resulting in new opportunities identified, business growth and new markets.
4. Proven skills in building strong partnerships with stakeholders to develop organisational and cross-functional marketing initiatives that translate into business opportunities.
5. Demonstrated ability to work successfully in multi-disciplinary teams, working closely with allied functions, e.g. business development, communications and business units.
6. Ability to work autonomously, adapt to changing circumstances and operate well in situations that lack clarity in order to achieve team objectives.
7. Demonstrated understanding and/or experience in the following areas:

* Integrated marketing communication (offline / online)
* Campaign development and analysis including CRM/segmentation
* brand management
* public relations
* content marketing
* stakeholder engagement
* event management.

## Desirable Criteria:

1. Experience and/or an understanding of commercialisation and Australia’s innovation ecosystem.

## About CSIRO:

We imagine. We collaborate. We innovate. To find out more visit us [online](http://www.csiro.au/)!