

<b>POSITION TITLE</b>	Content Marketing Lead
<b>POSITION TERM</b>	Ongoing
<b>FUNCTION / DEPARTMENT</b>	Growth & Impact
<b>REPORTING MANAGER</b>	Marketing Manager
<b>ANZSOG CAPABILITY</b>	Capability Level 2
<b>No. DIRECT REPORTS</b>	0
<b>LOCATION</b>	Our office locations are Melbourne, Sydney and Canberra
<b>APPROVED BY</b>	Executive Director – Growth & Impact
<b>APPROVAL DATE</b>	June 2026

## ABOUT ANZSOG

The Australia and New Zealand School of Government (ANZSOG) was established by governments and a group of universities to serve governments and public services in Australia and Aotearoa New Zealand. Its members are the national governments of Australia and Aotearoa New Zealand, all Australian States and Territories, and leading Australian and Aotearoa New Zealand universities.

The school delivers education programs, accredited and non-accredited (customised and open-to-market professional learning), research and a range of related services to build capability in and support effective ethical public governance, administration and public policy. It brings together academic and practitioner experts from across our member governments and around the world to cater to current government and public sector learning and development needs and anticipate and address future government and public sector challenges.

## ABOUT THE POSITION

The Content Marketing Lead is a key member of ANZSOG's Brand, Marketing and Communications team, responsible for the implementation of brand communications that elevate ANZSOG's reputation as a premium and relevant provider of learning and development for the public sector across Australia and Aotearoa New Zealand.

Reporting to the Marketing Manager, this role will lead the coordination, delivery and reporting of brand communications plans, as well as acquisition campaigns that grow and convert demand for our Thought Leadership events and conferences. The Content Marketing Lead is responsible for developing and producing compelling, audience-focused content across multiple formats—including written, video and design assets—ensuring consistency with ANZSOG's brand and messaging.

With a deep understanding of evidence-based marketing principles, the role collaborates with colleagues across the organisation, and external partners, to grow awareness and shape perceptions of our brand.

## ROLE-LEVEL ACCOUNTABILITIES

ANZSOG roles at this level share the following consistent accountabilities:

- **Program Delivery:** Coordinate and deliver programs, projects and services.
- **Process Improvement:** Identify and implement improvements in work practices.
- **Collaboration:** Work across teams to support strategic initiatives.
- **Client Service:** Provide high-quality support to participants and stakeholders.
- **Reporting & Analysis:** Prepare reports and contribute to data-informed decisions.

## KEY FUNCTIONAL ACCOUNTABILITIES

### *Campaign Planning, Execution and Evaluation*

- Develop and implement integrated, multi-channel brand communications that reach and drive engagement among target market segments.
- Coordinate and deliver acquisition campaigns that grow and convert demand for our Thought Leadership events and conferences, including pre and post communications.
- Coordinate media bookings, including but not limited to: briefings, asset delivery, billing and reporting.
- Actively monitor and analyse campaign performance to inform/optimize ongoing tactical decision-making based on data and feedback.

### *Content Production*

- Create compelling, distinctive marketing and communications assets that demonstrate strong copywriting and design expertise. Ensure alignment with the organisation's brand strategy and guidelines across a variety of channels and media, including but not limited to advertising, social media, website, events, email and collateral.
- Use AI and digital tools in accordance with organisational policy to support the efficient production of content, including copywriting, visual design, and video.
- Engage with writers, designers and other specialists on the development of content as required.

### *Collaboration and Communication*

- Work across teams and functions as a brand advocate to ensure brand consistency and alignment with organisational goals.
- Collaborate with external agencies, media partners, and vendors to deliver brand campaigns on time and budget.

### *Market and Industry Intelligence*

- Support and leverage brand and market research to increase the impact of brand communications.
- Stay informed on public sector trends, competitor activity, and emerging technologies as

inputs to improving tactical decision making and marketing operations.

- Build and maintain deep knowledge of public sector customer behaviour and purchasing journeys.
- Identify and implement opportunities to innovate marketing practices, particularly through AI and automation.
- Share insights and recommendations to improve team outcomes and marketing effectiveness.

#### **QUALIFICATIONS, SKILLS AND EXPERIENCE**

- Tertiary qualification in Marketing, Communications or a related field.
- Minimum 5 years' experience in marketing or communications, preferably within the public sector or higher education.
- Demonstrated success developing and executing integrated marketing campaigns that create measurable impact.
- Strong content creation skills, including copywriting and visual design.
- Proficiency in digital marketing tools, including Google Analytics and AI applications, to enhance marketing performance.
- Ability to interpret data and translate insights into effective action.
- Excellent stakeholder engagement and communication skills.

#### **ANZSOG VALUES**

ANZSOG is a values-based organization. This means that we understand that the ways in which we work make a big difference in what we achieve. Our values are Excellence, Collaboration, Integrity and Respect, which guide our behaviors and attitudes as members of the ANZSOG community. As a binational learning organization committed to authentically serving and partnering with governments and First Nations and Māori communities, we are also committed to engaging in ongoing learning to model the impact and change we seek to achieve through our work.