

**The University of Melbourne**  
**Senior Management Portfolios**

**Marketing and Communications Reference Group**

The Marketing and Communications Reference Group provides advice to the Vice-Principal (Marketing and Communications) and the Senior Vice-Principal who reports to Senior Executive and other bodies as required, on the integration of marketing and communications activities across the University of Melbourne. The Group facilitates a coordinated, consultative and University wide approach to marketing activities across faculties/graduate schools and relevant central areas in relation to:

- Brand marketing
- Public Relations and Digital media
- Advertising
- Protocol & Events
- Marketing services (publishing and print design, merchandising and promotions)
- Market research
- Recruitment, Advancement, Knowledge Transfer and International programs as they relate to these functions
- Web Branding and Publishing.

The Group also provides input to Governance, policy and procedural matters relating to brand marketing and reputation management.

**Membership**

Senior Vice-Principal or nominee (Chair)

Vice-Principal (Marketing and Communications)

Up to six staff with University level responsibilities in Brand marketing, Advertising, Public Relations and Digital Media, Marketing Services and Market Research.

A nominee of the Dean of each Faculty, Graduate School and Provost's Office being persons with responsibility for Marketing and Communications activities.

Deputy Principal, National Markets and Global Scholars or nominee

One representative each from DVC Global Relations with responsibility for International Programs, Knowledge Transfer and Advancement

One representative each from Asialink and the Melbourne Business School

**Terms of Reference**

1. To provide policy advice to the Senior Vice-Principal and Vice-Principal (Marketing and Communications) on Marketing and Communications issues arising from the implementation of Growing Esteem and the University's Strategic and Operational Plan, and to monitor the University's performance in this area.
2. To review and provide strategic advice to the Senior Vice-Principal on Marketing and Communication matters relating to:
  - The development of an annual University-wide marketing and communications plan in consultation with faculties/divisions.
  - The University's public relations, digital media, advertising, market research, marketing services and marketing and branding strategies.
  - Brand governance procedures.

3. To understand and articulate the roles and responsibilities of areas across the University involved in marketing and communications activities and to monitor and promote best practice.
4. To develop, articulate and encourage compliance with marketing and communications branding guidelines and protocols.
5. Facilitate a coherent and coordinated approach to marketing an identity for the University of Melbourne.

### **Reporting**

The Senior Vice-Principal refers operational matters unable to be resolved at the portfolio level to Senior Executive and provides a summary of decisions for the information of the Senior Executive.

Decisions taken by the Senior Vice-Principal, and other information of interest to the University community will be communicated to the relevant stakeholders via means appropriate to the audience.