

POSITION DESCRIPTION – General Staff
For levels 1 to 5

Position Title: Digital Marketing Officer

Level: 5

Faculty/Division: UniAdvice

Department/Location: Domestic Student Recruitment

Primary purpose of the position:

The Digital Marketing Officer is responsible for supporting the production and implementation of digital aspects of communications campaigns and projects including web, social media, video, SEO and SEM.

Taking direction from the international and domestic student marketing staff, the Digital Marketing Officer executes marketing communications tailored to the relevant campaign or future student segment. The Digital Marketing Officer will coordinate a number of internal and external resources, to ensure that digital projects have the desired impact.

Position Environment:

UniAdvice is responsible for the marketing and recruitment (including admissions and enquiries & conversion) of future domestic and international students. This includes future student marketing communications with all future students.

UniAdvice is comprised of the following teams: Domestic Student Recruitment, International Student Recruitment, including Study Abroad and Exchange, Admissions Advice, and Information Systems.

UniAdvice maintains all future student websites, and a number of social media sites for future students, and produces marketing communications in 13 languages.

Major Responsibilities:

Responsibilities		Outcome	Percentage of Time
1.	<p>Digital content management</p> <ul style="list-style-type: none"> • Act as site manager for UniAdvice managed sites • Collaborate with UOW units responsible for website management (includes ITS, ECM and SM&C) on updates and upgrades • Update and maintain content, links and webpages on future student websites at http://www.uow.edu.au/future/index.html • Manage future student social media sites and modify according to changes in segment behaviour and any changes to functionality of these sites • Co-ordinate copy and visual elements for on-line advertising on external sites 	<ul style="list-style-type: none"> • UOW-wide site developments implemented with optimal outcomes for future student sites • Websites and social media platforms meet communication needs of target markets • Google Analytic reports on 	40%

	<ul style="list-style-type: none"> • Provide Google Analytics and other metrics as required to analyse site/campaign effectiveness and make recommendations for improvements to websites and future campaigns • Implement SEO in website copy • Undertake SEM campaigns as required 	<p>main future students webpages produced bi-annually</p> <ul style="list-style-type: none"> • Campaign Google Analytic reports produced as required 	
2.	<p>Content creation and sourcing according to written and verbal briefs</p> <ul style="list-style-type: none"> • Implement digital elements of all UniAdvice-led marketing communications and campaigns including video, banners, campaign web page/site design • Adapt written copy for on-line execution • Create or externally source items of digital collateral including short videos, photo libraries, presentations, invitations, web banners, and web advertisements using a full range of design enhancements 	<ul style="list-style-type: none"> • Integrated marketing communications by campaign or target segment • Collateral contributes to student recruitment objectives 	40%
3.	Co-ordinate webinars and Live Chat sessions as part of international and domestic campaigns	Webinars and live chats successfully managed	10%
4.	Liaise with internal marketing staff to acquire relevant content and refine briefs	Collateral items meet needs of brief and target segment	Ongoing
5.	Liaise with and manage external suppliers, including designers, developers, photographers, videographers and digital marketing consultants as required.	<ul style="list-style-type: none"> • Specialist services are of a high standard and provided within budget. • Material is produced efficiently and to a high standard. 	Ongoing
6.	Identify and evaluate new and emerging digital tools to improve websites and other marketing communications	Digital tools used are up-to-date and effective	Ongoing
7.	Observe principles and practices of Equal Employment Opportunity	To ensure fair treatment in the workplace	Ongoing
8.	Have OH&S responsibilities, accountabilities and authorities as outlined in the OHS Roles and Responsibilities Document	To ensure a safe working environment for self & others.	Ongoing

Reporting Relationships:

Position Reports to:	Schools Liaison Co-ordinator
The position supervises the following positions:	n/a
Other Key Contacts:	<p>External: Photographers, Videographers, UOW Printery</p> <p>Internal (UniAdvice): marketing staff domestic and international, Communications Co-ordinator (Information Systems)</p>

SELECTION CRITERIA - Knowledge & Skills:

Essential:

- Demonstrated ability to deal with clients independently and liaise with contacts at all levels.
- Demonstrated understanding and application of key marketing communications principles.
- Excellent planning, organisational and project management abilities.
- Excellent writing skills in English language coupled with the ability to tailor message to audience and culture

Desirable:

- Experience in filming and desktop editing of video
- Experience in use of project management software
- Working knowledge of design software in the Adobe Creative Suite

SELECTION CRITERIA - Education and Experience:

Essential:

- A bachelor degree in marketing, digital media, communications, information technology or a related discipline, or equivalent relevant experience and professional development.
- Experience implementing digital communications, including search engine optimisation, search engine marketing, Live Chats and web interface design.
- Experience in digital management including use of a Content Management System
- Experience using Google Analytics for website analysis, and for recommending changes
- Experience in managing social networking platforms, such as Facebook and YouTube ,for marketing purposes
- Experience working with photographers/videographers to capture marketing communications images.

Desirable:

- Experience working in an internal marketing/communications services department.

Personal Attributes:

- Initiative, enthusiasm and a positive attitude.
- Demonstrated ability to work well under pressure/handle several projects simultaneously.
- Able to work in a team environment
- Ability to influence others.
- Sensitivity to cultural difference and application of this awareness to creative output

Special Job Requirements:

The Digital Marketing Officer may be required to travel and work extended hours from time to time.

Approval:

Approval by Head of Unit: _____

Date: _____

Approved by Human Resources: _____

Date: _____