

POSITION DESCRIPTION – General Staff
For levels 1 to 5

Position Title: Digital Marketing Officer Level: 5
 Faculty/Division: Planning, Marketing & Communications Division,
 Office of the Senior Deputy Vice Chancellor
 Department/Location: Strategic Marketing & Communications

Primary purpose of the position:

The Digital Marketing Officer is responsible for the production and implementation of digital communications campaigns and projects including web, social media, video, SEO, SEM – all of which bring life to the UOW brand.

Taking direction from the Digital Marketing Coordinator, the Digital Marketing Officer ensures consistent application of the UOW visual identity and brand voice on digital platforms, whilst also meeting the strategic goals of a range of internal stakeholders including the Executive, Faculties, Schools and Research Groups. The Digital Marketing Officer will coordinate a number of internal and external resources, to ensure that digital projects have the desired impact.

Position Environment: (Optional)

The Digital Marketing Officer position is located in the Planning, Marketing & Communications Division (PMCD), which comprises a Strategic Planning unit, an Institutional Reporting, a Rankings & Reputation Unit and a Strategic Marketing, Communications & Media Unit. Sponsored by the Senior Vice Chancellor the Division has approximately 30 staff and ensures that a coordinated synergy exists between all areas of Strategic and Operational Planning, establishment of KPI's, strategic marketing, media relations, monitoring of KPIS, University rankings & positional reputation and Government reporting. The division interacts regularly with the wider University community, other Universities and Government bodies.

The Strategic Marketing & Communications (SMC) unit is responsible for the management of UOW's brand and reputation, and all aspects of the University's marketing, communications and media-relations activities. By fostering proactive relationships across the University, the unit develops and implements effective marketing and communication strategies. The unit guides and coordinates communication efforts that connect UOW audiences with relevant messages and approaches that align to UOW's strategy.

Major Responsibilities:

Responsibilities		Outcome	Percentage of Time
1.	Develop and implement digital communication projects and campaigns for the full range of digital media platforms.	Digital campaigns meet brief objectives and are on brand.	25%
2.	Manage a range of simultaneous digital projects and campaigns whilst, working within agreed timelines and budget.	Projects track as planned and meet objectives.	25%
3.	Assist in advising and supporting internal stakeholders, web contributors and social media channel managers on best practice digital management.	UOW brand is applied consistently and appropriately.	15%
4.	Liaise with Marketing Communications Coordinators within SMC and other UOW stakeholders to ensure clarity of campaign briefs, task progress and expectations.	Tasks are delivered to brief and agreed timeline.	15%
5.	Advise on appropriate digital media or platform for execution of campaigns, including SEO, SEM, web pages, social media and video.	Material is produced on media that maximises effectiveness and ROI.	5%
6.	Continually utilise Google Analytics and other relevant metrics to make recommendations to websites and campaigns as appropriate.	Projects and Clients' marketing objectives are monitored and outcomes are reported.	5%
7.	Collaborate with UOW units responsible for website management (includes ITS and ECM).	UOW's website contributes towards UOW's goal of positioning itself as a leader in research and education – both nationally and internationally.	5%
8.	Liaise with and manage external suppliers, including designers, developers, photographers, videographers and digital marketing consultants as required.	Specialist services are of a high standard and provided within budget. Material is produced efficiently and to a high standard.	5%
9.	Observe principles and practices of Equal Employment Opportunity	To ensure fair treatment in the workplace	Ongoing
10.	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:	Digital Marketing Coordinator
The position supervises the following positions:	Nil
Other Key Contacts:	Photographers/Consultants/Videographers Faculty/Division/Research Unit Liaisons Marketing Communications Coordinators Staff within the PMCD ITS ECM

SELECTION CRITERIA - Knowledge & Skills:

Essential:

- Demonstrated working knowledge of key design software such as InDesign, Fireworks, Dreamweaver, PhotoShop, Illustrator, Flash.
- Excellent written and oral communication skills and attention to detail.
- Demonstrated ability to work well under pressure/handle several projects simultaneously.
- Demonstrated ability to deal with clients independently and liaise with contacts at all levels.
- Demonstrated understanding and application of key marketing communications principles

Desirable:

- Knowledge of marketing and communication trends in the Higher Education sector.
- Understanding of customer service principles.
- Project management skills.

SELECTION CRITERIA - Education and Experience:

Essential:

- A Bachelor's degree in Marketing, Digital Media, Communications or a related discipline, or equivalent relevant experience and professional development.
- Extensive professional experience.
- Demonstrated experience developing and implementing digital communication strategies, including search engine optimisation, search engine marketing, Live Chats, web interface design etc.
- Demonstrated experience in digital management including use of a Content Management Systems, analysis using Google Analytics, tracking usability and accessibility.
- Demonstrated experience in managing social networking platforms, such as Facebook, YouTube, Twitter, LinkedIn.
- Demonstrated experience working with photographers/videographers to capture marketing communications images.

Desirable:

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

Personal Attributes:

- Effective time management skills.
- Initiative, enthusiasm and a positive attitude.
- Excellent communication skills.
- Able to work in a team environment
- Ability to influence others.

Special Job Requirements:

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

Organisational Chart:

Planning, Marketing & Communications Division
 Organisation Chart with titles – amended 19/8/13



Approval:

Approval by Head of Unit: _____

Date: _____

Approved by Human Resources: _____

Date: _____