

**POSITION DESCRIPTION – General Staff  
For levels 1 to 5**

Position Title: Digital Marketing Officer

Level: 5

Division: Planning, Marketing & Communications Division

Department: 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 website design and development, social media strategies, marketing and management, search and display marketing (SEO and SEM), analytics and tracking, video and mobile apps – 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:**

The 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 Deputy 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.

The digital marketing team within SMC are responsible for aligning their strategies and marketing activities to Goal 6.2 in UOW's Strategic Plan: "Develop our capacity as a digital university, capitalising on the rise in digital content and new technologies and their impact on how teaching and research information is accessed and distributed."

**Major Responsibilities:**

Responsibilities		Outcome	Percentage of Time
1.	Independently develop and implement digital communication projects for the full range of digital media platforms.	Digital projects meet brief and business objectives and are on brand.	25%
2.	Manage a range of simultaneous digital marketing campaigns for internal clients, working within agreed timelines and budget.	Digital campaigns track as planned and meet client objectives.	20%
3.	Advise and support internal stakeholders, web contributors and social media channel managers on best practice digital and social media campaign planning and management.	Successful implementation of digital campaigns and the UOW brand is applied consistently and appropriately.	20%

4.	Advise internal stakeholders on appropriate digital media platforms for execution of projects and campaigns, including search and display marketing, website development and design, social media, app and video development.	Online material is produced on digital media platforms that maximises effectiveness and ROI.	15%
5.	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.	5%
6.	Continually use Google Analytics and other relevant tracking 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 and governance (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

### Inherent Requirements:

This position description outlines the major accountabilities/responsibilities and the selection criteria against which you will be assessed as suitable for the position. As such there will be specific job requirements that we refer to as Inherent Requirements.

Inherent Requirements refer to your ability to:

- Perform the essential duties and functional requirements of the job;
- Meet the productivity and quality requirements of the position;
- Work effectively in the team or other type of work organisation concerned; and
- Do the job without undue risk to your own or others health, safety and welfare at work.

If you have any injuries, illness, disorder, impairment, condition or incapacity that may affect your ability to perform the inherent requirements of the position, we encourage you to discuss this with the University to assist in the process of identifying reasonable adjustments to enable you to perform the duties of the position. The University wants to place you in the best situation to use your skills effectively in the position you are applying for at the University.

### 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 SMC 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, video editing suites.
- Demonstrated knowledge of basic HTML, javascript and CSS.
- 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 Bachelors degree in Marketing, Digital Media, Communications or a related discipline, or equivalent relevant experience and professional development.
- Demonstrated experience developing and implementing digital communication strategies and plans, for social media, search and display marketing (SEO and SEM), Live Chats, web design and development and integrating online and offline activities.
- Demonstrated experience with digital management tools including use of a Content Management Systems.
- Demonstrated knowledge of analysing digital projects and campaigns using Google Analytics (or other systems), tracking usability and accessibility (W3C).
- Demonstrated experience in managing social networking platforms, such as Facebook, YouTube, Twitter, LinkedIn, Google +, Instagram.
- Demonstrated experience working with photographers/videographers to capture marketing communications images.

### Desirable:

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

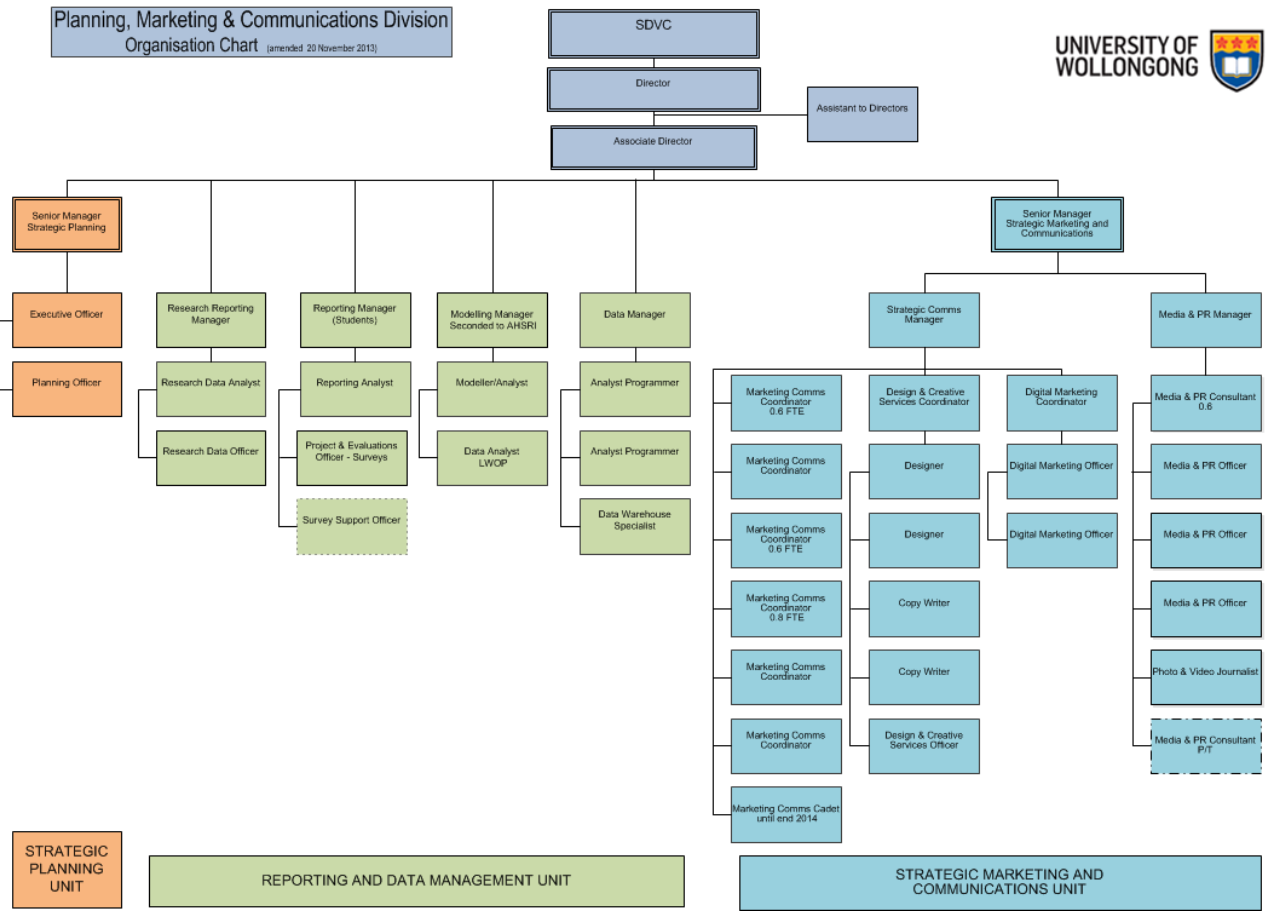
## **Personal Attributes:**

- 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:



## Approval:

Approval by Head of Unit: \_\_\_\_\_

Date: \_\_\_\_\_

Approved by Human Resources: \_\_\_\_\_

Date: \_\_\_\_\_