

*"Equity principles underpin all UNE policies and procedures. The University is committed to EEO principles and values cultural diversity, and recognises that all its employees have a contribution to make in ensuring an equitable and harmonious working environment."*

## **THE UNIVERSITY OF NEW ENGLAND**

**POSITION:** Digital Marketing Officer

**DIRECTORATE:** Marketing and Public Affairs

**POSITION NUMBER:**

**REPORTS TO:** Marketing Manager

**CLASSIFICATION:** Higher Education Officer Level 6

**DATE CLASSIFIED:** 11 August 2009

### **POSITION DIMENSIONS:**

The Directorate of Marketing and Public Affairs provides information about the diverse offerings and achievements of UNE to its stakeholders and communities in a way which protects, promotes and enhances our brand and image and meets enrolment, research, community and partnership goals.

The Marketing Unit within the Directorate exists primarily to ensure the development and enhancement of marketing and student recruitment for the University by providing the skills, resources and processes to deliver quality-marketing programs, particularly in the areas of:

- Marketing program development and management
- Customer relationship management
- Online marketing and content including search engine optimization
- Marketing and recruitment events
- Marketing materials development and management
- Measurement and reporting

The three core market categories are general student, broad category (on campus, distance education, undergraduate and postgraduate) and segment (target audience, discipline or course specific) marketing.

### **POSITION OBJECTIVE:**

This position will provide specialist technical support for electronic marketing campaigns and online material. This position works closely with the Future Student Relationship Management Unit and the Student Relationship Management Project.

The Digital Marketing Officer is also responsible for the provision of information about the diverse offerings and achievements of UNE, in a way which:

- contributes to meeting the University's recruitment and enrolment targets,
- protects, promotes and enhances our brand image and
- is at agreed levels to all stakeholders within and outside Marketing & Public Affairs; and
- ensures that the delivery of the Directorate's Key Result Areas are consistent with the University's Strategic and Marketing Plans and the strategic and operational plan for the Marketing and Public Affairs Directorate.

### **REQUIREMENTS OF THE POSITION:**

1. From time to time, working hours may need to be varied to accommodate activities outside of normal working hours.
2. Ability to attend activities away from campus, and sometimes overnight.

### **DUTIES**

The Digital Marketing Officer, under general direction, will:

1. Design and implement electronic marketing and sales campaigns using the University customer relationship management system (CRM) and content management system (CMS) and other online tools in order to increase applications and enrolments.
2. Take full responsibility for technical aspects of the day-to-day running of the electronic campaigns, including design and testing, set up, maintenance, monitoring of campaigns.
3. Provide specialist advice to, and liaise with members of the Directorate, other internal stakeholders and key external stakeholders where relevant.
4. Generate and evaluate reports relating to campaign effectiveness and lead conversion and identify potential improvements and/or further opportunities.
5. Create and edit web content in the CMS, blogs, social networking tools and the CRM to a high standard.
6. Liaise with the Advertising and Brand Co-ordinator, Marketing Services and Publications, the Student Recruitment Unit and the Future Student Team or other service providers as appropriate, to ensure that e-campaigns are timed and integrated with other marketing activities.
7. Ensure online communications are presented at a high standard, consistent with the University's defined brand attributes and appropriate to the audience. Ensure compliance with quality assurance and approval processes.
8. As part of the Marketing and Public Affairs team, respond in a timely fashion to various requests for information, feedback and action on Directorate activities.

9. Contribute particular functional technical or specialist expertise to assist the Directorate in the development of effective and efficient processes, technologies and management within a framework of:
  - Operational process improvement;
  - Customer service;
  - Quality assurance; and
  - Risk management.
10. Contribute to the development, establishment, implementation and maintenance of policy and procedural documentation relating to e-marketing.
11. Provide specialist marketing expertise to such groups as committees, reviews, inquiries and working parties.
12. Be rostered to provide “face to face” marketing and customer service at events, field days, career markets and exhibitions, and by phone as required.
13. Ensure the University’s policies and procedures, relating to OH&S, Equity, Privacy and other government legislation (e.g. DEST) are applied in relation to the responsibilities of this position.
14. Carry out other duties as required and relevant to the position.

#### **QUALIFICATIONS AND SELECTION CRITERIA:**

1. A relevant degree with relevant work experience; or extensive experience and specialist expertise or broad knowledge in technical or administrative fields; or an equivalent alternative combination of relevant experience, and/or education/training.
2. Demonstrated significant specialist knowledge and experience in the development and implementation of electronic marketing programs and campaigns including proven track record and excellent proactive skills in identifying and executing digital marketing opportunities. Experience in developing marketing content would be highly regarded.
3. Demonstrated competence or specialist knowledge in some of the following:
  - Online content management
  - Knowledge of HTML and/or other scripting languages
  - Flash and graphic design skills
  - Customer relationship management
  - Marketing and communications
  - Workflow planning
  - Sales and customer service
4. Demonstrated outstanding written communication skills, including the ability to adapt writing style to a range of audiences using the online medium.

5. Demonstrated outstanding level of interpersonal skills and oral communication skills, including the ability to liaise, negotiate and work with complex and diverse groups of people and individuals.
6. Demonstrated excellent organisation and problem solving skills, including the ability to manage multiple projects and priorities and to meet tight deadlines with an emphasis on quality assurance and attention to detail.
7. Demonstrated ability to work successfully as part of a team or to achieve results, as well as the initiative and ability to work independently under general supervision.
8. Demonstrated high-level computer skills and web content management experience, including expertise in software relevant to this position and the capacity to quickly acquire the ability to use corporate information systems.
9. Awareness of OH & S, risk management, quality assurance, EEO and records management principles as they relate to this position.