## Email Marketing Coordinator

<table>
<thead>
<tr>
<th>POSITION NO</th>
<th>Multiple positions</th>
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<tbody>
<tr>
<td>CLASSIFICATION</td>
<td>UOM 6</td>
</tr>
<tr>
<td>SALARY</td>
<td>$92,749 - $100,397 per annum (pro rata for part-time)</td>
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<tr>
<td>SUPERANNUATION</td>
<td>Employer contribution of 17%</td>
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<tr>
<td>WORKING HOURS</td>
<td>Full-time (1 FTE)</td>
</tr>
<tr>
<td>BASIS OF EMPLOYMENT</td>
<td>1x Fixed-term or casual (until 31 December, 2023)</td>
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<td></td>
<td>2x Fixed-term for 6 months</td>
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<tr>
<td>OTHER BENEFITS</td>
<td><a href="https://about.unimelb.edu.au/careers/staff-benefits">https://about.unimelb.edu.au/careers/staff-benefits</a></td>
</tr>
<tr>
<td>HOW TO APPLY</td>
<td>Online applications are preferred. Go to <a href="http://about.unimelb.edu.au/careers">http://about.unimelb.edu.au/careers</a>, select the relevant option ('Current Opportunities' or 'Jobs available to current staff'), then find the position by title or number.</td>
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</tbody>
</table>
| CONTACT FOR ENQUIRIES ONLY | Elena Ksefteris  
Email e.ksefteris@unimelb.edu.au  
Lauren Prince  
Email lauren.prince@unimelb.edu.au  
*Please do not send your application to this contact* |

For information about working for the University of Melbourne, visit our website: [about.unimelb.edu.au/careers](http://about.unimelb.edu.au/careers)
**Position Summary**

A creative and resourceful approach to work is expected along with a commitment to the delivery of high-quality work, and the ability to work within a high performing team.

Reporting to the Content Marketing Manager, the Email Marketing Coordinator is responsible for the planning and execution of email marketing campaigns within the Content Marketing team. This will include planning email schedules, building eDMs within the email marketing platform, analysis, evaluation, and reporting.

The Email Marketing Coordinator will lead the implementation of highly effective email campaigns and assist with the collation, analysis and synthesis of constituent data and insights to improve existing content and inform the design of future campaigns.

As a member of the Marketing and Communications Research and Advancement team and frequent liaison with many internal and external stakeholders, the Email Marketing Coordinator will exercise good judgement and advanced interpersonal skills to cultivate positive collaborative relationships and achieve timely, high-quality delivery of direct marketing objectives.

This role will also be required to perform some more general marketing coordination activities which may include: copywriting, tracking of projects and deliverables and other project management tasks as required.

1. **Key Responsibilities**

   - Support the strategy and lead the implementation of highly effective email campaigns in Swift Digital and Salesforce for the Advancement portfolio
   - Develop content and build complex and sophisticated emails via dynamic and personalised content and data integration.
   - Support the planning and delivery of the email marketing content strategy, including planning and campaigns, as guided by the Content Marketing Manager.
   - Assist with campaign research activities and collation, including analysis, synthesis and reporting of creative and content performance data and insights to improve future initiatives
   - Delivery of project management tasks including timelines, tracking of project activities and deliverables, reporting, and other project management tasks as required
   - Undertake research and benchmarking activities to identify and analyse new or emerging email communication opportunities and provide recommendations.
   - Support continued innovation of the marketing strategy through the contribution of insights, data and experience
   - Develop and demonstrate strong stakeholder management skills

2. **Selection Criteria**

2.1 **ESSENTIAL**

   - Some work experience within relevant marketing and communications field and tertiary qualification in marketing, communications, business or a related discipline or an equivalent combination of relevant experience and education/training.
   - Demonstrated experience supporting the implementation and delivery of integrated marketing and communications initiatives.
Experience with CRM, lifecycle marketing and email automation platforms such as Salesforce, Marketing Cloud, Swift Digital or similar.

A strong understanding of data and CRM including reporting and testing practices.

Excellent track record in executing projects

Strong written and verbal communication skills.

Experience in stakeholder engagement and reputation management.

Able to operate with independence in an ambiguous, rapidly changing operating environment.

Ability to work in a collaborative, rapidly changing and agile environment, to use creative thinking to challenge the status quo to deliver to effective business outcomes.

Proven ability to build, establish and maintain relationships and manage multiple stakeholders.

Works to a high ethical standard, always ensuring professionalism and confidentiality.

2.2 DESIRABLE

Proven ability to understand University priorities, work with, manage ambiguity, and make strategic decisions in the best interests of the institution.

Proactive inclination and aptitude to take initiative.

3. Job Complexity, Skills, Knowledge

3.1 LEVEL OF SUPERVISION / INDEPENDENCE

This role works under the general direction of the Marketing Manager.

The position is expected to be a self-starter and possess excellent organisation skills and the ability to balance priorities and competing demands in a fast-paced, dynamic environment.

3.2 PROBLEM SOLVING AND JUDGEMENT

The role is required to problem solve on a daily basis, managing priority tasks, and asserting judgement in relation to the escalation of any issues that may arise.

They will be required to anticipate and resolve issues and exercise sound judgement in developing communication activities, working with team members and colleagues, including senior staff.

3.3 PROFESSIONAL AND ORGANISATIONAL KNOWLEDGE

The incumbent is required to develop a sound knowledge of the University’s strategic directions to successfully delivery marketing communications.

3.4 RESOURCE MANAGEMENT

No direct reports

3.5 BREADTH OF THE POSITION
The incumbent will be required to liaise across the University, as well as with external stakeholders. High-level relationship building and public engagement capacity is essential, as is the delivery of sophisticated marketing communication strategies.

4. Equal Opportunity, Diversity and Inclusion

The University is an equal opportunity employer and is committed to providing a workplace free from all forms of unlawful discrimination, harassment, bullying, vilification and victimisation. The University makes decisions on employment, promotion, and reward on the basis of merit.

The University is committed to all aspects of equal opportunity, diversity and inclusion in the workplace and to providing all staff, students, contractors, honorary appointees, volunteers and visitors with a safe, respectful and rewarding environment free from all forms of unlawful discrimination, harassment, vilification and victimisation. This commitment is set out in the Advancing Melbourne strategy that addresses diversity and inclusion, equal employment opportunity, discrimination, sexual harassment, bullying and appropriate workplace behaviour. All staff are required to comply with all University policies.

The University values diversity because we recognise that the differences in our people’s age, race, ethnicity, culture, gender, nationality, sexual orientation, physical ability and background bring richness to our work environment. Consequently, the People Strategy sets out the strategic aim to drive diversity and inclusion across the University to create an environment where the compounding benefits of a diverse workforce are recognised as vital in our continuous desire to strive for excellence and reach the targets of Advancing Melbourne.

5. Occupational Health and Safety (OHS)

All staff are required to take reasonable care for their own health and safety and that of other personnel who may be affected by their conduct.

OHS responsibilities applicable to positions are published at:

https://safety.unimelb.edu.au/people/community/responsibilities-of-personnel

These include general staff responsibilities and those additional responsibilities that apply for Managers and Supervisors and other Personnel.

6. Other Information

6.1 Strategy and Culture

The Strategy and Culture portfolio includes six teams:

- **University Governance**: Provides expert advice and governance support to the University Council and its subcommittees and the University Executive. The Academic Board Secretariat within the Governance team provides expert advice and governance support for the Academic Board, which is a committee of Council established under the University of Melbourne Act with delegated oversight of academic policy and quality. University Governance also oversees the University’s regulatory framework.
- **Strategy, Planning and Performance**: Oversees the development of the University strategic plans and enabling plans, and their integration and implementation through the academic and business planning framework. SPP also is responsible for monitoring and reporting on performance, including institutional rankings and international benchmarking, and undertaking institutional research and business analysis.

- **Policy and Government Relations**: Provides analysis and insight regarding public policy related to the work of the University, develops and advocates policy positions and coordinates and supports the University's relationships with Government.

- **Community and Cultural Partnerships**: Spans the strategic leadership of the University’s place-based engagement priorities, including campus neighbourhoods, Melbourne’s west and the Goulburn Valley; and cultivating relationships with key community and civic partner organisations, including several organisations working to advance Indigenous development. The team also has oversight of the development of the cultural estate plan and cultural affiliates and departments such as the Potter Museum, Melbourne Theatre Company and Science Gallery.

- **Communications and Marketing**: The University’s Communications and Marketing function provides strategic, advisory and operational services to support the academic mission and the University strategy. It fosters a culture of best practice and collaboration across the University’s communication and marketing teams and stakeholders and uses data-driven insights to inform decision-making across the University.

- **HR and OHS**: This team specialises in attracting the best thinkers in the world, supporting our innovative and diverse community, and ensuring the University is a place to grow and thrive.

### 6.2 THE UNIVERSITY OF MELBOURNE

Established in 1853, the University of Melbourne is a leading international university with a tradition of excellence in teaching and research. The main campus in Parkville is recognised as the hub of Australia’s premier knowledge precinct comprising eight hospitals, many leading research institutes and a wide-range of knowledge-based industries. With outstanding performance in international rankings, the University is at the forefront of higher education in the Asia-Pacific region and the world.

The University employs people of outstanding calibre and offers a unique environment where staff are valued and rewarded.

Further information about working at The University of Melbourne is available at [http://about.unimelb.edu.au/careers](http://about.unimelb.edu.au/careers)

### 6.3 ADVANCING MELBOURNE

The University’s strategic direction is grounded in its purpose. While its expression may change, our purpose is enduring: to benefit society through the transformative impact of education and research. Together, the vision and purpose inform the focus and scale of our aspirations for the coming decade.

Advancing Melbourne reflects the University’s commitment to its people, its place, and its partners. Our aspiration for 2030 is to be known as a world-leading and globally connected Australian university, with our students at the heart of everything we do.

We will offer students a distinctive and outstanding education and experience, preparing them for success as leaders, change agents and global citizens.
We will be recognised locally and globally for our leadership on matters of national and global importance, through outstanding research and scholarship and a commitment to collaboration.

We will be empowered by our sense of place and connections with communities. We will take opportunities to advance both the University and the City of Melbourne in close collaboration and synergy.

We will deliver this through building a brilliant, diverse and vibrant University community, with strong connections to those we serve.

The means for achieving these goals include the development of the University of Melbourne’s academic and professional staff and the capabilities needed to support a modern, world-class university. Those means require a commitment to ongoing financial sustainability and an ambitious infrastructure program which will reshape the campus and our contribution to the communities we engage with. This strategy, and the priorities proposed, is centred around five intersecting themes; place, community, education, discovery and global.

6.4 GOVERNANCE

The Vice-Chancellor is the Chief Executive Officer of the University and responsible to Council for the good management of the University.

Comprehensive information about the University of Melbourne and its governance structure is available at https://about.unimelb.edu.au/strategy/governance