Digital Marketing & Communications Manager, Asialink Business

POSITION NO 0053514

CLASSIFICATION UOM 7

SALARY $96,002 - $103,921 p.a. (pro rata for part time)

SUPERANNUATION 17%

WORKING HOURS Full Time (1 FTE)

EMPLOYMENT TYPE Fixed term contract for 12 months

OTHER BENEFITS https://about.unimelb.edu.au/careers/staff-benefits

HOW TO APPLY Online applications are preferred. Go to http://about.unimelb.edu.au/careers, select ‘Current Opportunities’, then find the position by title or number.

CONTACT FOR ENQUIRIES ONLY Heather Chai, Head of Communications and Public Relations

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For information about working for the University of Melbourne, visit our websites: about.unimelb.edu.au/careers
Position Summary

Asialink Business is the National Centre for Asia Capability, established with a mandate from the Australian Government to create an Asia-capable workforce. Asialink Business is part of Asialink, a department of the University of Melbourne under the portfolio of Chancellery International. Asialink is Australia’s leading centre for creative engagement with Asia. It provides insights, develops capabilities and connects people through education, arts, diplomacy and business.

Reporting to the Head of Communications and Public Relations, with close guidance from the Associate Director, Strategic Growth, the Digital Marketing & Communications Manager, Asialink Business is a key member of the Asialink Business’ business development, marketing and communications teams and will play an integral role in the planning, coordination and implementation of digital marketing campaigns and the management of digital channels.

The Digital Marketing & Communications Manager will be responsible for designing, managing and implementing strategies to expand the reach of Asialink Business’ digital channels, including website, social media and email marketing campaigns, as part of a coordinated approach to communications and marketing across the Asialink group.

The position contributes to the content development, SEO/SEM and management of the Asialink Business website, and is responsible for managing social media channels, including writing, editing, maintaining, publishing and evaluating content under the direction of the Head of Communications and Public Relations and/or Associate Director, Strategic Growth. The position requires a digitally savvy individual with excellent communications skills, strong judgement, and the ability to be a team player.

1. Key Responsibilities

1.1 Digital Marketing Strategy, Customer Acquisition, Campaign Management and Optimisation

- Design, implement and optimise a digital marketing strategy for Asialink Business, with guidance from the Associate Director, Strategic Growth and the Head of Public Relations and Communications.
- Plan, implement and optimise multi-channel campaigns which drive customer acquisition and generate demand for Asialink Business service offerings; optimise campaigns based on performance metrics and analytics; help develop and align content to deliver the right message to the right target audience at the right time. Manage multifaceted, end-to-end digital projects.
- Managing and optimising key performance indicators including tracking and reporting metrics for pre/post-campaign analysis; spot and interpret trends; distil actionable insights from digital analytics and provide succinct reporting.
- Work with the Digital Support Coordinator to optimise integration with the CRM and leverage member details into targeted campaigns, including mapping the customer journey and path to purchase.
- Manage email marketing strategies and campaigns, including segmentation, client preference, re-engagement, CRM database growth and conversion.
- Support paid campaign development, implementation and optimisation (for example, Google ads, Facebook, LinkedIn, etc).
1.2 SOCIAL MEDIA MANAGEMENT, CONTENT CREATION & ENGAGEMENT

- Proactively manage all Asialink Business messaging and content on social media channels, including Twitter, LinkedIn, Facebook and YouTube in accordance with the Communications and Public Relations Strategies and with guidance from Head of Communications.
- Actively monitor social media engagement, report on analytics and identify opportunities to grow our social communities.
- Update the social media content calendar, with guidance from Head of Communications, to profile organisational expertise and support overall marketing, communications and business development priorities.
- Create and update engaging social media content for Asialink Business Advisory and Insights, Capability Development and Advocacy offerings.
- Proactively engage Asialink stakeholders, members and partners to identify and encourage opportunities for social and online cross promotion.

1.3 WEBSITE MANAGEMENT, SEO AND SEM

- Update and implement SEO and SEM strategy, with direction from the Associate Director, Strategic Growth.
- Proactively monitor (e.g. Google analytics) and enhance the Asialink Business website, including making updates to the website, including text, video and images. Provide backup support for the Asialink group website as needed.
- Plan and write content for online and social media platforms, to amplify, build the authority, and raise the profile of Asialink Business and other Asialink group initiatives. Maintain and update country content on website.
- Support special projects that support the digital marketing strategy, such as the production of video, multimedia and digital assets, including managing relations with external suppliers and vendors.

1.4 COLLATERAL AND BRAND MANAGEMENT

With guidance from the Associate Director, Strategic Growth:

- Proactively develop, enhance and implement the visual identity and integrity of the Asialink brand to help promote service offerings amongst clients, partners and stakeholders.
- Serve as the point-person for the Asialink Business team on brand identity to ensure a consistent representation and implementation of the Asialink Brand Style Guide.
- Proactively design and develop marketing collateral, in-house and through managing relationships and contracts with external suppliers.
- Manage relationships with key suppliers including designers, printers, photographers and multimedia specialists.
- Monitor and manage stocks of Asialink Business collateral, e.g. brochures, reports, case studies, country guides, including across the network of state offices.
2. Selection Criteria

2.1 ESSENTIAL

- A marketing, communications or public relations degree with subsequent relevant experience; or extensive experience and specialist expertise or broad knowledge in communications; or an equivalent combination of relevant experience and/or education and training.
- A strong understanding of digital marketing trends and strategies. Demonstrated strong digital marketing communications skills at a professional level, including campaign planning, strategy and management. Experience planning, implementing and optimizing social media, Google and other online ads, preferably in a B2B environment.
- Demonstrated hands-on experience with managing digital marketing communications, including writing/editing/publishing for the web, social media content creation, and email marketing campaigns.
- Proven ability to track, interpret and produce actionable insights from online data and analytics. Experience integrating membership data into targeted campaigns is preferred.
- Polished communication skills, including strong copywriting skills. Strong project management experience, preferably with the management of production processes for digital communications assets (e.g. videos).
- Demonstrated strong web management skills, familiarity with CMS platforms, knowledge of basic CSS codes. Experience planning and implementing SEO and SEM strategy.
- Design skills including Word, Excel, PowerPoint, Photoshop, InDesign.
- Polished stakeholder management, interpersonal and communication skills, and ability to liaise with internal and external clients.
- A demonstrated self-starter with initiative, strong management, planning and organisational skills, ability to work effectively independently with minimal supervision, and in a team environment.

2.2 DESIRABLE

- Knowledge of Asialink Business’ stakeholder networks and protocols
- Awareness of Asia related issues in context of Australia-Asia engagement, through the areas of business, government and cultural partnerships.

2.3 SPECIAL REQUIREMENTS

- Work outside of normal business hours is required for specific functions, including occasional interstate travel.

3. Job Complexity, Skills, Knowledge

3.1 LEVEL OF SUPERVISION / INDEPENDENCE

The incumbent is expected to work with a high level of independence and be self-motivated and is expected to prioritise workloads and plan ahead. The position also demands initiative, the ability to work without direct supervision and the capacity to be an effective team member across all areas of the Asialink organisation, sharing expertise and resources.
and working closely with other program staff. The incumbent will also demonstrate intellectual leadership and ability in forward planning of strategies and key tasks, effective time management and a commitment to high quality service and relationship development.

3.2 PROBLEM SOLVING AND JUDGEMENT

The incumbent is expected to exercise sound judgment and strong problem solving and analytical skills in the implementation of the projects and events for which they are responsible. The Digital Marketing & Communications Manager will be expected to exercise a high level of independence and demonstrate initiative in undertaking the responsibilities assigned to the position. Interpersonal skills of the highest order are required in this role. The capacity to collaborate to a high degree with staff, clients and key stakeholders in a range of areas will be required at all times. The incumbent must have the capacity to anticipate and identify problems and assist in the development of sound solutions.

3.3 PROFESSIONAL AND ORGANISATIONAL KNOWLEDGE

The Digital Marketing & Communications Manager is expected to have a strong working understanding of digital marketing trends, strategy, tools and tactics to deliver agreed targets. Well-developed cross-cultural communication and interpersonal skills are essential. Excellent organisational and organisational skills and a high degree of competence in a range of computer applications are essential. A thorough knowledge of the University of Melbourne policies & procedures will be required to ensure correct protocols are applied to processes.

3.4 RESOURCE MANAGEMENT

The incumbent may have a University Purchasing card and has responsibility for its use and reconciliation of expenditure in line with Asialink Business and the University’s policies and procedures. The Digital Marketing & Communications Manager will be responsible for the care and maintenance of Asialink equipment used in the role and ensure its safe and secure storage.

3.5 BREADTH OF THE POSITION

With direction from the Associate Director, Strategic Growth, the position covers an extensive range of project/task management that involves close liaison with the Asialink Business Executive and staff, Asialink group stakeholders and leading stakeholders from education, business, government, the media and academia.

The Digital Marketing & Communications Manager is expected to contribute to Asialink’s quality of service ethic by undertaking the duties described with a high level of accuracy and timelines underpinned by professional knowledge.

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 based on 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:

http://safety.unimelb.edu.au/people/community/responsibilities

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

6. Other Information

6.1 ASIALINK

www.asialink.unimelb.edu.au

Asialink is Australia's premier body promoting Australia-Asia engagement. Asialink works through increasing Asia capabilities and creating connections between Australia and Asia, and is active in education, business, the arts, health, and dialogues. Asialink is a partnership between the University of Melbourne and the Myer Foundation.

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
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