



POSITION DESCRIPTION

Advancement, Communications and Marketing
Chancellery

CRM Campaign Specialist (Divisional Grouping)

POSITION NO	0052832
CLASSIFICATION	UOM 7
SALARY	\$106,432 - \$115,211 per annum (pro rata for part-time)
SUPERANNUATION	Employer contribution of 11%
WORKING HOURS	Full-time (1 FTE)
BASIS OF EMPLOYMENT	Fixed term available 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 the relevant option ('Current Opportunities' or 'Jobs available to current staff'), then find the position by title or number.
CONTACT FOR ENQUIRIES ONLY	Brendan Cooling Email Brendan.cooling@unimelb.edu.au <i>Please do not send your application to this contact</i>

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

Position Summary

The Digital Strategy and Channels (DSC) team sits within University of Melbourne Communications and Marketing, with responsibility for delivering a digital experience appropriate for one of the world's leading universities. The University has a defined digital experience strategy that places the user experience at the heart whilst aligning to overall University of Melbourne strategic objectives. This role offers an opportunity to contribute significantly to the effective delivery of leading digital experiences with a broad canvas in a purpose-led organisation.

Reporting to the Associate Director, Data Driven Marketing, the CRM Campaign Specialist is responsible for planning, developing and delivering effective and targeted multichannel marketing campaigns through the CRM. This role will plan, develop, execute and measure automated, end-to-end digital marketing campaigns to achieve business objectives by driving traffic, generating marketing leads and optimising conversion.

The CRM Campaign Specialist is responsible for supporting the management, optimisation and execution of the marketing strategy. The role will require planning and execution of email campaigns, template development and customer journey mapping to achieve behaviour based automated communications through the CRM supporting Postgraduate (PG) recruitment campaigns and engagement with some other priority groups. Initially campaign capability will rely on email channel, but overtime will expand to encompass multi-channel campaigns covering in addition to SMS, programmatic advertising targeting via third party websites and personalisation via owned channels as capabilities enable this.

The CRM Campaign Specialist will also be responsible for the analysis and evaluation of marketing activity to optimise outcomes. As a key member of a team of CRM Campaign Specialists, Senior CRM Campaign Specialists and frequent liaison with internal and external stakeholders, this role will exercise sound judgement and advanced interpersonal skills to cultivate positive collaborative relationships and achieve timely, high quality delivery of marketing objectives.

1. Key Responsibilities

- ▶ Support implementation of CRM project plans and help identify improvement opportunities.
- ▶ Ensure effective and timely delivery of end to end campaigns to meet campaign requirements.
- ▶ Coordinate and implement marketing campaigns to achieve targets set.
- ▶ Work in collaboration with relevant stakeholders to ensure communications and campaigns meet compliance and business requirements.
- ▶ Apply understanding of University and constituents as well as data assets to develop and define customer journeys and supporting campaign execution using the OneCRM platform to enable a coordinated and optimal multichannel experience across email, SMS and digital assets. Develop communications through planning and framework development in line with University objectives.
- ▶ Implementation of best practice for multichannel journeys.
- ▶ Builds and maintains relationships with internal stakeholders across the business including Communications & Marketing (UCM), Digital Strategy & Channels and Student Recruitment and Admissions (SR&A), Divisions and others.

- ▶ Monitor and report on activity levels to improve existing campaigns and inform the design of future campaigns.
- ▶ Maintains operational excellence and quality assurance management focus in own activities, in line with requirements under the University's risk management framework.

2. Selection Criteria

2.1 ESSENTIAL

- ▶ Demonstrated work experience within relevant marketing and communications field and tertiary qualification in marketing, communications, finance, business or a related discipline.
- ▶ Solid knowledge of digital marketing solutions and techniques and an understanding of the key University customer journeys.
- ▶ Sound knowledge of and experience with customer relationship marketing.
- ▶ Solid knowledge of and experience with business, analytics, and reporting platforms such as MS Excel, Word and PowerPoint, Salesforce, Marketing Cloud, Google Data Studio.
- ▶ Sound knowledge of digital advertising and digital marketing solutions and techniques and an understanding of key drivers.
- ▶ Numerate and ability to conduct business analysis making recommendations on how to optimise CRM marketing activity.
- ▶ Excellent stakeholder management, collaboration, negotiation and personal organisation skills.
- ▶ Highly effective written communication skills and strong analysis skills.
- ▶ Demonstrable project management skills and the ability to meet deadlines.
- ▶ Collaboratively embraces the challenges of the environment to achieve effective business outcomes.

2.2 DESIRABLE

- ▶ Experience working with marketing teams and stakeholders, preferably within the higher education sector, and familiarity with user journeys.
- ▶ Salesforce MarketingCloud experience.
- ▶ Qualifications in marketing and/or Salesforce accredited.
- ▶ Experience with Agile ways of working.

3. Job Complexity, Skills, Knowledge

3.1 LEVEL OF SUPERVISION / INDEPENDENCE

Working under the direction of the AD, Data Driven Marketing, this position works with a moderate to high level of independence to plan, deliver and report on campaign plans developed with peers in the Divisional Group and the Data Driven Marketing teams and occasionally with staff elsewhere in the University.

3.2 PROBLEM SOLVING AND JUDGEMENT

This role will problem-solve each day, working through both well-understood and more novel challenges to find sound solutions to deliver websites which meet business requirements. This should involve thoughtful escalation of problems that are likely to have impacts on the platform, or which might represent significant risks to maintainability, accessibility, technical environment, brand coherence, reputation etc.

3.3 PROFESSIONAL AND ORGANISATIONAL KNOWLEDGE

The role requires a sufficient degree of technical proficiency to work independently on campaign planning, build and deployment and reporting. It requires limited organisational knowledge, but will be enhanced by building knowledge of the University environment and its offerings, processes and concerns.

The role holder should have sound knowledge of best practice in direct response and performance marketing, broad appreciation of strategic marketing fundamentals and a good understanding of the University's business drivers and processes as well as constituent segment understanding and knowledge.

3.4 RESOURCE MANAGEMENT

This role is not responsible for managing staff.

3.5 BREADTH OF THE POSITION

The role works with a mixture of immediate colleagues and subject matter experts from across the University. There will be occasional interaction with stakeholders in other parts of the University, and possibly minor engagement with students etc through user testing, needs discovery, etc. The role requires sufficient communication skill to efficiently discuss technically specific concerns with less-technical (or non-technical) colleagues.

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 ADVANCEMENT, COMMUNICATIONS AND MARKETING

The Advancement Communications and Marketing portfolio includes:

Advancement: The Advancement Office aims to facilitate the establishment and maintenance of mutually beneficial relationships between the University and its alumni, friends and benefactors. It is responsible for the management of programs relating to alumni and benefactors and provides services to and works collaboratively with faculties and other central administration areas.

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.

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>