



## POSITION DESCRIPTION

Strategy and Culture  
Chancellery

### Social Campaign Advisor

<b>POSITION NO</b>	0052599
<b>CLASSIFICATION</b>	UOM 7
<b>SALARY</b>	\$106,432-\$115,211 per annum (pro rata for part-time)
<b>SUPERANNUATION</b>	Employer contribution of 17%
<b>WORKING HOURS</b>	Full-time (1 FTE)
<b>BASIS OF EMPLOYMENT</b>	Fixed Term (6 months)
<b>OTHER BENEFITS</b>	<a href="https://about.unimelb.edu.au/careers/staff-benefits">https://about.unimelb.edu.au/careers/staff-benefits</a>
<b>HOW TO APPLY</b>	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.
<b>CONTACT FOR ENQUIRIES ONLY</b>	Antonella Hellier Email <a href="mailto:antonella.hellier@unimelb.edu.au">antonella.hellier@unimelb.edu.au</a> <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](http://about.unimelb.edu.au/careers)

## ***Position Summary***

The Social Campaign Advisor works collaboratively within Communications & Marketing to execute and deliver the University's paid undergraduate, postgraduate, professional and research social media performance campaigns.

Working in a fast-paced environment and building on previous successes and learnings, this role will execute the accurate set-up and delivery of campaigns designed to increase acquisition and conversion objectives amongst targeted audiences. This media planning, media trafficking, quality checking, reporting/optimisation, budget management and trends and insights analysis.

This role requires a thorough understanding of Meta (Facebook, Instagram, WhatsApp), TikTok, LinkedIn and YouTube, with experience in delivering successful native and paid social media campaigns to drive strong performance outcomes and ROI.

Reporting to the Social Campaign Manager, this role will work closely with the Global, Brand and Marketing and student marketing teams to deliver successful paid social media strategies and campaigns. The role will work collaboratively with stakeholders across the University to ensure that initiatives align with global best practice in support of the University's global reputation, advocacy, research impact and constituent engagement objectives.

### ***1. Key Responsibilities***

- ▶ Set-up and delivery of paid social campaigns across Meta (Facebook, Instagram, WhatsApp), LinkedIn, TikTok, YouTube and other channels as required
- ▶ Provide support and expert advice to University staff (Academic Divisions, professional staff and academic staff) in paid social media strategy, operation and reporting
- ▶ Execute paid social media strategies and robust reporting to measure the effectiveness of the University's marketing initiatives
- ▶ Contribute to trends and insights, develop test and learn programs and optimisation recommendations, contributing to continuous improvement of digital channels
- ▶ Participate in regular brainstorming and ideation sessions using insights from previous campaigns and market research as anchors
- ▶ Partner with Global Brand & Insights, Organic Social, external agencies and the Digital Strategy & Channels teams to leverage new CRM capability to strengthen campaign audience targeting and always-on, personalised and data-driven engagement
- ▶ Actively identify opportunities to deliver cost efficiencies through process innovation and technology and help to drive third-party spend savings
- ▶ Other duties as required (i.e. participation at Open Day)
- ▶ Develop and maintain strong working relationships with key stakeholders across the University, ensuring accuracy and business outcomes are achieved

### ***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 or an equivalent combination of relevant experience and education/training

- ▶ Demonstrated successful delivery of social media initiatives within a large and complex organisation
- ▶ Strong experience in paid social media, content development and execution strategies
- ▶ Marketing experience in a similar role within a large complex environment, leading paid social media campaigns to effectively engage audiences and drive results
- ▶ Considerable experience in complex decision making requiring high levels of expertise and judgement
- ▶ Strong focus and demonstrated track record in delivering exceptional client service
- ▶ Proven ability to build, establish and maintain relationships and manage multiple stakeholders
- ▶ Strong written and verbal communication skills
- ▶ Proven agile and nimble approach to work
- ▶ 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
- ▶ Works to a high ethical standard, ensuring professionalism and confidentiality at all times

## 2.2 DESIRABLE

- ▶ Proven ability to understand the portfolio and University priorities and work with and manage ambiguity and make strategic decisions in the best interests of the institution
- ▶ Proactive inclination and aptitude to take initiative
- ▶ Proven ability to provide advice and suggest appropriate risk based approaches to direct resources in the most appropriate way to add value for the University and to proactively agree how low risk and low strategic value work can be otherwise addressed with tools or other solutions

## 3. Job Complexity, Skills, Knowledge

### 3.1 LEVEL OF SUPERVISION / INDEPENDENCE

The incumbent works under the broad direction of the Social Campaigns Manager. The position exercises a high level of independence and requires sound judgment in carrying out its responsibilities. The role will collaborate closely with other colleagues across the University.

### 3.2 PROBLEM SOLVING AND JUDGEMENT

The incumbent will be required to exercise independent judgment in prioritising and focusing their work to ensure positive outcomes. The position also requires high level of problem solving and influencing skills and will be required to communicate with a wide range of stakeholders, including both academic and professional 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 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 ADVANCEMENT, COMMUNICATIONS AND MARKETING

This position is within the Communications and Marketing team under the Advancement, Communications and Marketing function of the University, led by the Vice-President (Advancement, Communications and Marketing). Advancement works with colleagues across the

University and its affiliates to facilitate mutually beneficial relationships between the University and its alumni, friends and benefactors. Communications and Marketing formulates and leads strategies in support of the University of Melbourne's overarching strategic plan, Advancing Melbourne.

The team's role is to:

- Develop and amplify institutional voice, influence and reputation
- Build the University's strategic communication and marketing frameworks around our narrative attributes – boldness; creativity; scale; and impact
- Record all philanthropic donations made to the University
- Lead on donor stewardship
- Manage engagement and communications relating to alum and benefactors
- Maintain the Alumni and Giving website and all alum-related social media accounts
- Lead relevant activities relating to the Advancing Melbourne strategy
- Communications and Marketing formulates and leads strategies in support of the University of Melbourne's overarching strategic plan, Advancing Melbourne. It fosters a culture of best practice and collaboration across the University's marketing functions and uses marketing insights to inform decision-making across the University.

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## 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>