MARKETING TECHNOLOGY COORDINATOR

DEPARTMENT/UNIT: Marketing Infrastructure
FACULTY/DIVISION: Strategic Marketing and Communications
CLASSIFICATION: HEW Level 7
WORK LOCATION: 211 Wellington Road, Mulgrave

ORGANISATIONAL CONTEXT

Monash is a university of transformation, progress and optimism. Our people are our most valued asset, with our academics among the best in the world and our professional staff revolutionising the way we operate as an organisation. For more information about our University and our exciting future, please visit www.monash.edu.

The Office of the Chief Operating Officer and Senior Vice-President provides leadership in all matters relating to the administrational and operating areas of the University including: Strategic Marketing and Communications; Student Recruitment; Facilities and Services; Human Resources; Campus Community; Client Services; and eSolutions.

The Strategic Marketing and Communications Division are all about making an impact. This means we break the rules when necessary, set new trends, and we get things done. Marketing and Communications at Monash is endlessly transitioning and pivoting – why? Because our focus is our audiences, and they aren’t static – so neither are we.

How, when and where we “market” is defined by students - future, current and past. And the industry partners we work with. We’re future looking and are early adopters of all things that will aid in reaching, attracting, engaging, converting and retaining our audience. Our direction and decisions are fortified by data and we take a digital first approach to how we reach our audiences and partners.

Within the University community we set the strategic marketing and communications direction and are enablers of the brand. We make sure all marketing and communication execution is consistent and amplified to achieve maximum impact. We do this by working in seamless unity with our internal partners. We do all the marketing things you would expect; brand, data, UX and design, digital, demand generation, media and communications, internal communications, and issues management.
POSITION PURPOSE

The Marketing Technology Coordinator provides a range of specialist advisory services related to effective planning, coordinating and delivery of marketing technologies for Strategic Marketing and Communications, and the University. This includes gaining an understanding of business needs to provide expert and informed advice and support business decision-making on various marketing activities.

The Marketing Technology Coordinator also provides support to projects within Strategic Marketing and Communications and divisions across the organisation who conduct marketing and communication activities.

The Marketing Technology Coordinator operates with excellence and expertise in the marketing technology ecosystem to provide sound and timely advice and support to staff and other stakeholders.

Reporting Line: The position reports to the Group Manager, Marketing Experience under broad direction

Supervisory Responsibilities: Not applicable

Financial Delegation: Not applicable

Budgetary Responsibilities: Not applicable

KEY RESPONSIBILITIES

1. Provide strategic support to senior management and stakeholders in relation to marketing technology strategies delivered across a range of digital marketing and communication platforms

2. Coordinate the delivery of a specialist marketing technology function and processes in accordance with University policies, procedures and strategic priorities

3. Provide specialist project and campaign support, advice and reports for senior management and other stakeholders drawing on up-to-date knowledge and experience in technologies such as Marketing Automation, CRM, CMS and Marketing analytics

4. Coordinate a work environment of continuous review, communication and improvement of business practices, operational processes and service provision in relation to digital marketing solutions

5. Undertake research, consultation, data analysis and benchmarking to keep abreast and report on emerging marketing technologies and provide advice and recommendations to support business decision-making

6. Develop high-quality training documentation and workflows including papers, presentations, proposals, communications, briefings, policies and strategies to train and support stakeholders

7. Implement and contribute to projects, policy review and development, management decision-making, compliance and quality and performance reporting relevant to the functional area

8. Build and sustain partnerships and networks with other business units, functional areas, internal and external stakeholders, including contributing to projects and cross-functional initiatives to develop cutting edge digital marketing solutions

KEY SELECTION CRITERIA

Education/Qualifications

1. The appointee will have:
   - a degree qualification in a relevant field with extensive relevant experience; or
   - extensive experience and management expertise in the marketing technology field; or
   - an equivalent combination of relevant experience and/or education/training
Knowledge and Skills

2. Demonstrated expertise in digital marketing technologies and the integration of data between marketing systems and channels, including provision of strategic advice, project coordination, reporting and consulting

3. Highly developed planning and organisational skills in coordinating projects across large and complex organisational structures, with experience establishing priorities, implementing improvements and meeting deadlines

4. Highly developed relationship management and consulting skills, including the ability to interact, train, support and influence a variety of stakeholders on various marketing platforms

5. Demonstrated analytical, research and problem solving skills and the ability to identify and recommend solutions to challenging issues

6. Well-developed interpersonal and communication skills with the ability to provide advice and effectively prepare and present complex information to stakeholders at various levels

7. Advanced computer literacy, particularly with multiple digital marketing tools such as Google Analytics, Google Tag Manager, Google BigQuery, Salesforce CRM, Salesforce Marketing Cloud and Content Management Systems such as Squiz Matrix, and their various application capabilities

8. Demonstrated experience in engaging with important stakeholders and building highly collaborative relationships to enable the delivery of an efficient and well-coordinated Marketing Technical Operation

OTHER JOB ELATED INFORMATION

- Travel to other campuses of the University may be required
- There may be a requirement to work additional hours from time to time
- There may be peak periods of work during which taking of leave may be restricted

GOVERNANCE

Monash University expects staff to appropriately balance risk and reward in a manner that is sustainable to its long-term future, contribute to a culture of honesty and integrity, and provide an environment that is safe, secure and inclusive. Ensure you are aware of and adhere to University policies relevant to the duties undertaken and the values of the University. This is a standard which the University sees as the benchmark for all of its activities in Australia and internationally.