DIGITAL MARKETING OFFICER

DEPARTMENT/UNIT Marketing and Engagement Services
FACULTY/DIVISION Faculty of Law
CLASSIFICATION HEW Level 5
WORK LOCATION Clayton campus

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 Faculty of Law is consistently recognised as one of the world’s leading Law schools. Our excellence in research, teaching and scholarship has been at the forefront of legal education for decades in Australia and we pride ourselves, on offering real, tangible legal experience, international study opportunities and equipping our students with an extensive legal education. We provide a broad teaching base, with course offerings at every level and programs offered in Australia, including at the Monash University Law Chambers situated in the Melbourne CBD, and offshore. For more information about the Faculty of Law, please visit our website: www.law.monash.edu.au/.

The Marketing and Engagement Services team supports the building of productive, sustainable, and global partnerships between the Faculty and a broad range of organisations. Its functions include domestic and international student recruitment, positioning the Faculty externally as a provider of leading edge, inspirational legal education and high impact research; managing and supporting positive relationships with alumni and industry; enhancing the student experience through work-situated placements and linkages to industry and overseas study opportunities; careers advice and support to students.

POSITION PURPOSE

The Digital Marketing officer provides a range of professional and high-quality administrative services to support the effective operation of the Marketing and Engagement team. This includes updating and maintaining the Faculty’s website and social media platforms, as well as participation in and development of marketing materials for Faculty events such as undergraduate events, gala dinners, seminar series and student open days.

All staff in the Faculty are expected to contribute to work across the Faculty and participate in cross-functional project teams.
Reporting Line: The position reports to the Marketing and Engagement Manager under general direction

Supervisory Responsibilities: Not applicable

Financial Delegation: Not applicable

Budgetary Responsibilities: Not applicable

KEY RESPONSIBILITIES

1. Implement and deliver a range of effective administrative tasks including managing processes, providing services, responding to queries, advising on policy and process, supporting committees, project administration and producing reports in accordance with agreed standards and timeframes

2. Provide high levels of customer service in accordance with best practice guidelines, policy and procedure

3. Maintain service standards including prompt issues resolution and adherence to privacy, confidentiality and compliance requirements

4. Undertake the input and analysis of data, including ensuring effective security, storage and distribution of data, records and reports

5. Provide sound and timely advice, guidance and support to other staff, clients and stakeholders in areas of administrative and service responsibility

6. Participate in and implement continuous improvement activities relating to service practices, quality assurance and customer service excellence

7. Maintain effective working relationships with colleagues, clients and other stakeholders to support and facilitate service delivery

KEY SELECTION CRITERIA

Education/Qualifications

1. The appointee will have:
   - A tertiary qualification in a relevant field; or
   - substantial relevant skills and work experience; or
   - an equivalent combination of relevant experience and/or education/training

Knowledge and Skills

2. Excellent verbal and written communication skills

3. Excellent administration skills and a demonstrated capacity to deliver effective operational processes and systems

4. Demonstrated organisational skills, including the ability to set priorities, manage time and plan work to meet deadlines

5. A strong commitment to excellence in customer service and a hands-on approach to service provision

6. Ability to work as an effective member of a team as well as the ability to exercise independence and judgement where required

7. Demonstrated analytical and problem-solving skills

8. Well-developed written and verbal communication skills, including the ability to interact with a diverse range of clients and respond positively when resolving issues

9. Highly developed computer literacy, including experience using business software such as Microsoft Office
OTHER JOB RELATED 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

LEGAL COMPLIANCE

Ensure you are aware of and adhere to legislation and University policy relevant to the duties undertaken, including: Equal Employment Opportunity, supporting equity and fairness; Occupational Health and Safety, supporting a safe workplace; Conflict of Interest (including Conflict of Interest in Research); Paid Outside Work; Privacy; Research Conduct; and Staff/Student Relationships.