

Position Description

Marketing Officer

Position No:	New
Business Unit:	Marketing and Digital
Division:	DVC Global and Regional
Department:	Marketing and Digital
Classification Level:	HEO5
Employment Type:	Full-time, Continuing
Campus Location:	Melbourne (Bundoora)
Other Benefits:	http://www.latrobe.edu.au/jobs/working/benefits

Further information about:

La Trobe University - <http://www.latrobe.edu.au/about>

Position Context/Purpose

As part of the campaign segment squad team this role is responsible for supporting the segment leaders and digital media campaign team in the end-end management of marketing campaigns across the division.

Duties at this level will include:

- Contributes to operational decisions on the provision, availability or deployment of resources and services which impact outside the immediate work unit or on clients.
- Performs tasks/assignments which require proficiency in the work area's rules, regulations, processes and techniques, and how they interact with other related functions.
- Performs tasks where any advice which is provided is based on some depth of knowledge such that the information conveyed will normally influence how other work areas or individuals frame their actions or procedures.
- May interpret procedures to assist others and will make recommendations, where relevant case experiences arise, to more senior staff on changes to procedures, schedules or routines to facilitate good relations between work units or with clients.
- Liaises, communicates and builds relationships within La Trobe as well as with outside bodies, to support/represent School/Division/Department/Sub-unit activities.
- Identifies operational improvements. Designs and/or delivers a variety of service support mechanisms (e.g., training/promotional materials, system modifications) to maximise service quality, efficiency and continuity.

Essential Criteria

Skills and knowledge required for the position

- Supports the Marketing Segment and Digital Media Teams by supporting the development, coordination, implementation and approval processes of marketing and advertising campaigns. This includes the management of the coordination and approval process of a large body of campaign assets spanning digital display, SEM, video, web campaign pages and elements, which can include 500+ iterations per campaign.
- Supports in the development, maintenance and distribution of campaign analytics, insights and reports that are required on a regular basis in order to improve campaign delivery and performance.
- Implements marketing and advertising campaigns by assembling and analysing data; preparing marketing and advertising strategies, plans, and objectives; planning and organising internal presentations; and updating calendars.
- Supports the maintenance of budget trackers and PO management for Marketing Segment and Digital Media Teams. Monitors budgets by comparing and analysing actual results with plans and forecasts.
- Maintains promotional calendar, campaign requirements with the role of coordinating requirements with production departments and facilitating approvals and delivery of assets to delivery teams.
- Supports the delivery and approval processes of major production items such as course guides and brochures.
- Provides analysis of segment data, campaign performance and corresponding product data to evaluate needs and make recommendations for campaign development.
- Researches competitive market and products by identifying and evaluating product characteristics, market share, pricing, and advertising; maintaining research databases.
- Plans meetings and supports relevant events by identifying, assembling, and coordinating requirements, establishing contacts, developing schedules and assignments, and coordinating mailing lists.
- Demonstrated depth or breadth of expertise developed through extensive relevant experience and application.

- Demonstrated ability to gain a conceptual understanding of relevant policies, procedures or systems and interpretation in the application of policy and/or precedent.
- Ability to innovate and take responsibility for outcomes.
- Demonstrated ability to set priorities and monitor workflows within own area of responsibility.
- Demonstrated capacity to organise work effectively and efficiently and deliver outputs in a timely manner.
- Demonstrated ability to work independently, follow established procedures with limited supervision and contribute positively to an effective team.
- High level proficiency in computer software packages including word processing, spreadsheets, databases, electronic mail, and the use of the internet as a research tool.
- Excellent communication and interpersonal skills, with a demonstrated customer service focus and solution orientated approach.
- Proven analytical capability and ability to interpret relevant data sources to build insightful data driven optimisations.
- Demonstrated experience establishing benchmarks and managing performance metrics and budget tracking.
- Strong organisational skills and the ability to manage and prioritise the coordination of campaign assets, consistent with an agreed approval process and deadlines.
- Demonstrated experience managing media plans or buying media through social media platforms, Direct IO's, DSP's or in-house trading desk.

Capabilities required to be successful in the position

- Ability to think creatively, explore new ideas and respectfully challenge existing practices in order to improve current ways of working.
- Ability to enable a safe, inclusive, high-performing team culture, prioritising staff mental health and wellbeing.
- Ability to cultivate and create space for creativity, continuously reviewing and identifying improvements to local work practices.
- Ability to build a culture of continuous improvement, implementing ideas generated by team members.

Essential Compliance Requirements

To hold this La Trobe University position the occupant must:

- hold, or be willing to undertake and pass, a Victorian Working with Children Check; AND
- take personal accountability to comply with all University policies, procedures and legislative or regulatory obligations; including but not limited to TEQSA and the Higher Education Threshold Standards.

Other Information

The position description is indicative of the initial expectation of the role and subject to changes to University goals and priorities, activities or focus of the job.

Position Flexibility

La Trobe University is committed to providing a diverse, inclusive and respectful working environment for all staff. We offer flexible work arrangements that can assist you in balancing your work and other responsibilities.

La Trobe Cultural Qualities

Our cultural qualities underpin everything we do. As we work towards realising the strategic goals of the University we strive to work in a way which is aligned to our four cultural qualities:

- *We are **Connected***: We connect to the world outside — the students and communities we serve, both locally and globally.
- *We are **Innovative***: We tackle the big issues of our time to transform the lives of our students and society.
- *We are **Accountable***: We strive for excellence in everything we do. We hold each other and ourselves to account, and work to the highest standard.
- *We **Care***: We care about what we do and why we do it. We believe in the power of education and research to transform lives and global society. We care about being the difference in the lives of our students and communities.

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Initials: Date: