

Position Description

Paid Media Officer

Position No:	NEW
Business Unit:	Paid Media
Division:	Global & Regional
Department:	Marketing & Recruitment
Classification Level:	HEO5
Employment Type:	Full Time, Fixed Term
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

The purpose of this role is to manage and execute the planning, buying, reporting and optimising of all digital media channels in accordance with overall campaign objectives

This role sits within the paid media team in the Marketing & Recruitment division. The team is responsible for delivering the digital advertising strategy, execution and reporting of campaign activity, with the objective of increasing student applications and brand awareness for the University.

Duties at this level will include:

- Contributes to decision making by applying a thorough knowledge of a complex set of rules, activities or procedures to particular cases, to make recommendations for authorisation by more senior staff.
- Assesses or conducts analysis, presents results and puts forward recommendations through the provision of briefings, presentations or written reports, to facilitate the interpretation of specific issues/problems and support decision making.
- Monitors and maintains records/reports to meet both internal and external requirements.
- May supervises staff and have some responsibility for the day to day operation of a small and discrete work unit, including setting priorities, allocating and prioritising work, managing performance, meeting service standards and assisting with the monitoring or review of systems.
- Performs tasks/assignments which require proficiency in the work area's rules, regulations, processes and techniques, and how they interact with other related functions.
- Liaises, communicates and builds relationships within La Trobe as well as with outside bodies, to support/represent School/Division/Department/Sub unit activities.
- Supports the team to deliver multichannel digital media campaigns, from planning, implementation, buying, optimisation and reporting.
- Manages day-to-day flow of programmatic inventory including pacing, performance, and troubleshooting in the open exchange.
- Delivery of weekly and post campaign reporting. Assisting the team on stakeholder reports.
- Builds a strong relationship with the broader Marketing teams, our agency partners and key digital stakeholders.
- Assisting the team on creative briefs for digital media channels.

Essential Criteria

Skills and knowledge required for the position

- Completion of a degree without subsequent relevant work experience; or an equivalent combination of relevant experience and/or education/training.
- 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.
- Excellent communication and interpersonal skills, with a demonstrated customer service focus and solution orientated approach.
- Strong knowledge of the digital media landscape including SEM, Programmatic, Mobile, Social, Video and Native.
- Proficient in advertising platforms such as Facebook Business manager, Tiktok, Snapchat, LinkedIn, DSP platforms DV360/Adobe, Adserving tools.
- 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.
- Demonstrated interest in keeping up with emerging technologies and the digital marketing landscape. Willingness and ability to learn new advertising tools.

Capabilities required to be successful in the position

- Ability to work collaboratively, recognise the value of diversity and model accountability, connectedness, innovation and care.
- Ability to think creatively, explore new ideas and respectfully challenge existing practices in order to improve current ways of working.
- Ability to demonstrate self-awareness, see things from another person's perspective and actively seek out and act on feedback to improve knowledge, skills and behaviour.

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.

Why La Trobe:

- Develop your career at an innovative, global university where you'll collaborate with community and industry to create impact.
- Enjoy working on our inspiring and stunning campuses – the perfect hub for industry, students and academics
- Help transform the lives of students, partners and communities now and in the future

This is more than just a job. Working at La Trobe offers opportunities to demonstrate excellence and transform lives.

Here, you'll join exceptional people, partners and communities, who power our operations with ambition and purpose.

We are forward-looking and culturally inclusive. We continuously review, improve and transform our processes to embrace new, flexible approaches. That means you'll always have the opportunity to succeed and make a difference.

La Trobe's Cultural Qualities:



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 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 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

For Human Resource Use Only

Initials:

Date: