POSITION DESCRIPTION

Position Title: Senior Digital Marketing Coordinator
Organisation Unit: Information Technology Services
Position Number: TBA
Type of Employment: Fixed term for 12 months, full-time
Classification: HEC Level 7

THE UNIVERSITY OF QUEENSLAND

The University of Queensland (UQ) contributes positively to society by engaging in the creation, preservation, transfer and application of knowledge. UQ helps shape the future by bringing together and developing leaders in their fields to inspire the next generation and to advance ideas that benefit the world. UQ strives for the personal and professional success of its students, staff and alumni. For more than a century, we have educated and worked with outstanding people to deliver knowledge leadership for a better world.

UQ ranks in the world’s top universities, as measured by several key independent ranking, including the Performance Ranking of Scientific Papers for World Universities (45), the US News Best Global Universities Rankings (52), QS World University Rankings (51), Academic Ranking of World Universities (55), and the Times Higher Education World University Rankings (60). UQ again topped the nation in the prestigious Nature Index; and secured a greater share of Australian Research Council grants in 2016 ($24.5 million) than any other university nationally.

UQ has an outstanding reputation for the quality of its teachers, its educational programs and employment outcomes for its students. Our students remain at the heart of what we do. The UQ experience – the UQ Advantage – is distinguished by a research enriched curriculum, international collaborations, industry engagement and opportunities that nurture and develop future leaders. UQ has a strong focus on teaching excellence, winning more national teaching excellence awards than any other in the country and attracting the majority of Queensland’s highest academic achievers, as well as top interstate and overseas students.

UQ is one of Australia’s Group of Eight, a charter member of edX and a founding member of Universities 21, an international consortium of leading research-intensive universities.

Our 50,000-plus strong student community includes more than 13,000 postgraduate scholars and more than 12,000 international students from 144 countries, adding to its proud 230,000-plus alumni. The University has about 7,000 academic and professional staff and a $1.7 billion annual operating budget. Its major campuses are at St Lucia, Gatton and Herston, in addition to teaching and research sites around Queensland and Brisbane city. The University has six Faculties and four University-level Institutes. The Institutes, funded by government and industry grants, philanthropy and commercialisation activities, have built scale and focus in research areas in neuroscience, biomolecular and biomedical sciences, sustainable minerals, bioengineering and nanotechnology, as well as social science research.
UQ has an outstanding track-record in commercialisation of our innovation with major technologies employed across the globe and integral to gross product sales of $11billion+ (see http://uniquest.com.au/our-track-record).

UQ has a rapidly growing record of attracting philanthropic support for its activities and will have further success in this area as an important strategic aim going forward.

Organisational Environment

The Division of Information Technology Services (ITS) at The University of Queensland provides an information environment that supports the teaching, learning, research and engagement objectives of the University and contributes positively to the student experience and the University's reputation, in line with our values of focusing on timely outcomes, delivering value, continuously improving and supporting each other. It delivers network, systems and IT infrastructure support to the University, and application development. Also located within ITS is the internationally recognised network security group, AusCERT, which provides Internet security services throughout Australia and New Zealand. ITS manages core networks not only for the whole of The University of Queensland but also works with other Queensland universities to manage access to the national university network (AARNet). ITS also operates research computing infrastructure and hosts many of the University's largest servers.

For further information visit our website www.its.uq.edu.au

Information for Prospective Staff

Information about life at UQ including staff benefits, relocation and UQ campuses is available at - http://www.uq.edu.au/current-staff/working-at-uq

DUTY STATEMENT

Primary Purpose of Position

Under the guidance of the Executive Digital Content Manager, and working collaboratively with a variety of stakeholders, you’ll coordinate and deliver digital content associated with UQ’s customer experience (CX) program.

This will include the coordination and delivery of digital campaigns, content, processes and guidelines associated with UQ’s web, marketing automation and CRM programs of work.

Duties

Duties and responsibilities include, but are not limited to:

- Planning, writing, editing and project managing digital content associated with UQ’s marketing automation and web program.
- Grow traffic, leads and conversion from email, SMS and other forms of marketing automation.
- Assist in the set up and execution of a lead nurturing and remarketing strategies that works across different regions, languages and countries.
- Coordinate the step-by-step delivery of email, social and SMS campaigns including design and content creation, campaign set up and delivery and reporting on results.
- Conduct detailed analysis of campaign performance across the University to improve open, click through, conversion rates and other KPI's. Report back on campaign analytics and make recommendations.
Enforce standards and guidelines relating to content development, workflow, approvals and production; monitor and ensure compliance by University content editors.

Quality control responsibility for marketing automation and web content, ensuring it meets style, tone and user need requirements.

Build positive relationships with staff across the University to facilitate the efficient provision of content for marketing automation campaigns.

Carrying out other duties within the scope of the classification and within the limits of their skill, competence and training

Other
Ensure you are aware of and comply with legislation and University policy relevant to the duties undertaken, including:

- the University’s Code of Conduct
- requirements of the Queensland occupational health and safety (OH&S) legislation and related OH&S responsibilities and procedures developed by the University or Institute/School
- the adoption sustainable practices in all work activities and compliance with associated legislation and related University sustainability responsibilities and procedures
- requirements of the Education Services for Overseas Students Act 2000, the National Code 2007 and associated legislation, and related responsibilities and procedures developed by the University

Some positions may require the incumbents to work rotating shifts with appropriate allowances, or on a rotating roster not involving shift work as such. Some positions may require the incumbent to be available on-call outside of working hours, subject to payment of the prescribed allowance and overtime penalties if necessary. While staff will have a campus nominated as their principal campus, they may be required to work at any University Campus subject to the Travel and Transfer Policy (http://ppl.app.uq.edu.au/content/5.43.09-transfer-and-travel-between-university-locations).

Organisational Relationships

The position reports to the Executive Digital Content Manager and may be required to direct other professional or technical staff on work relating to specific tasks or projects.

SELECTION CRITERIA

Qualifications

Essential

- Qualifications and training equivalent to an undergraduate degree in digital marketing, communications or related field and at least 5 years subsequent relevant work experience
- OR an equivalent combination of relevant experience and/or education/training

Knowledge, skills and experience

Essential

- Demonstrated experience delivering marketing automation campaigns for a large, dynamic, and complex organisation, including design, content creation, campaign set up and delivery.
• Knowledge of lead nurturing and automation at both strategic and execution level. A proven track record of building lead nurture programs and driving successful campaigns across email, social and web channels.
• Demonstrated expertise in writing and editing digital content, including aptitude in translating jargon and complex information into plain language.
• Excellent project management and verbal communication skills, including an ability to set, enforce and meet deadlines.
• Effective problem solving and analytical skills, particularly in developing targeted communication campaigns to achieve organisation goals and objectives.
• Ability to work with the development/design team to create emails, landing pages and other technical work required.
• Demonstrated experience identifying and implementing the most effective communication and delivery techniques that engage, inform and simplify.

Desirable
• Experience working in a tertiary institution
• Experience using Oracle Eloqua
• Knowledge of social media and SEO best practices

Personal qualities
Essential
• A team player, able to work collaboratively across different marketing departments and have the ability to dive in and find solutions to problems not yet documented.
• Self motivated, with an organised and methodical approach to tasks and the ability to work constructively in a team environment.
• Demonstrated ability to achieve objectives with limited guidance, and respond to the demands of an ever-changing environment.
• Ability to work independently and under pressure to balance multiple priorities and meet deadlines.
• Ability to understand and respond to emerging trends in the University environment.

The University of Queensland is committed to equity, diversity and inclusion.

Applications are particularly encouraged from Aboriginal and Torres Strait Islander peoples. For further information please contact our Australian Indigenous Employment Coordinator at: atsi_recruitment@uq.edu.au

Applications are also encouraged from women. This role is a full-time position; however flexible working arrangements may be negotiated.