POSITION DESCRIPTION

Position Title: Senior Marketing Automation and Conversions Coordinator
Organisation Unit: Office of Marketing and Communications

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 CWTS Leiden Ranking (32), the Performance Ranking of Scientific Papers for World Universities (43), the US News Best Global Universities Rankings (42), QS World University Rankings (48), Academic Ranking of World Universities (55), and the Times Higher Education World University Rankings (69). Excluding the award component, UQ is now ranked 45th in the world in the ARWU, and is one of the only two Australian universities to be included in the global top 50.

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 Universitas 21, an international consortium of leading research-intensive universities.

Our 52,000-plus strong student community includes more than 16,400 postgraduate scholars and more than 15,400 international students from 135 countries, adding to its proud 250,000-plus alumni. The University has more than 6,600 academic and professional staff (full-time equivalent) and a $1.75 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 this will be a strategic focus going forward.

Organisational Environment

The University of Queensland (UQ) is about to significantly invest in best practice digital Customer Experience transformation program. The aim of the program is to enhance the University position, relationships and reputation with its various stakeholder groups through high quality marketing and communications strategies.

UQ is looking to recruit a number of newly created key roles to develop our bench-strength in customer experience, digital marketing and manage and the delivery the program.

The CX Program is a joint partnership with Information Technology Services (ITS) and Office of Marketing and Communication (OMC) and aims to deliver a host of benefits to UQ through the provision of strategy, performance measures, technology platforms, policies and processes to enable an enterprise wide, coordinated personalised engagement experience for all UQ’s key stakeholder groups.

The tangible benefits of the program can be broken down into three main categories:

- Uplift in stakeholder experience
- Increased effectiveness of marketing and communications
- Streamlined operations

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

The Customer Experience and Digital Team is responsible for developing, testing, and implementing a strategy to reach and engage target audiences (stakeholder groups) through multiple digital channels like email, web, mobile, VR, multimedia, CRM and social. The Digital Coordinator: Marketing Automation and Conversion is responsible for the development of Stakeholder Personalisation strategies, and coordinating the implementation of Marketing Automation across all stakeholder groups (Future Students, Current Students, Alumni, Advancement, Research, Corporate, Community and Staff) execution of the University’s MA programs and activities (integrated to CRM) working collaboratively across the whole of UQ.

The Senior Marketing Automation and Conversions Coordinator assists in the successful delivery of digital marketing and recruitment activities, supporting the domestic and international recruitment teams in creating effective future student journeys to achieve conversion targets. This will apply to other Stakeholder Groups as activities are migrated to Marketing Automation e.g. Current Students, Alumni, Advancement etc. The role develops and delivers digital customer engagement activities in line with the University brand and marketing strategy.
The Senior Marketing Automation & Conversions Coordinator reports to the Marketing Automation & Conversions Manager and has no direct reports.

Duties

Duties and responsibilities include, but are not limited to:

- Develop and implement marketing automation (email, SMS and social) campaigns, projects and initiatives aligned to UQ brands and recruitment strategies.
- Contribute to the implementation and maintenance (platform administration and user support) and training of the University’s CRM and marketing automation capabilities.
- Contribute to the development and implementation of Marketing Automation systems, governance, policies and processes to capitalise on marketing data and intelligence aligned with accessibility and privacy legislation.
- Provide advice and support to other Group Marketing teams and key clients on digital customer engagement activities for maximum impact.
- In collaboration with the Digital Marketing Analyst, evaluate and report on the effectiveness of marketing automation (email, SMS and social) campaigns and initiatives to inform future digital communication strategies.
- Collaborate with other Group Marketing teams, IT staff and key clients to develop and implement initiatives aimed at improving the user experience across digital platforms.
- Build and maintain relationships with key stakeholders to engage and align them with the overall University digital communications strategy. Assist in coordinating all prospective student communications and conversion journeys, with direction from the Marketing Automation and Conversion Manager.
- Create, edit, monitor and report on ongoing automation journeys and conversion activities, identifying areas for improvement.
- Liaise with recruitment staff and content, web and external communications staff to collate content and build experiences for prospective students, ensuring a seamless experience across web, email and mobile.
- Work with the CRM Manager to ensure that data used in digital marketing and conversion activities is always accurate.
- Work effectively as part of a service driven team.
- Cooperate with all health and safety policies and procedures of the university and take all reasonable care to ensure that your actions or omissions do not impact on the health and safety of yourself or others.

Other

- Ensure you are aware of and comply with legislation and University policy relevant to the duties undertaken, including but not exclusive to:
  - 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 of 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

Organisational Relationships
• The position holder works closely with the Digital Marketing Team and CRM Manager along with internal stakeholders including UQ’s senior marketing community Faculties, institutes and centres, and business units.
• The position engages with a wide range of external stakeholders.
• The position holder supervises and oversees the work of external suppliers as required.
• The position holder is responsible for communicating policies, procedures, initiatives, and direction in the context of direct marketing and personalisation.

SELECTION CRITERIA

• A relevant tertiary qualification and relevant experience or an equivalent level of knowledge gained through any combination of education, training and customer acquisition campaign experience.
• Excellent interpersonal skills and a demonstrated ability to engage people of all ages, including those from diverse backgrounds and cultures.
• Demonstrated ability to work flexibly and productively as an effective team member to ensure deadlines are met.
• Outstanding organisational skills with proven ability to deal with multiple tasks and establish priorities.
• Excellent written and verbal communication skills and the ability to liaise effectively with all levels of students, staff and external stakeholders.
• Advanced level of computer literacy with excellent skills in Microsoft Office applications (esp. Excel) and ability to use databases to capture and maintain stakeholder information (e.g. CRM). Advanced HTML and CSS knowledge and Adobe Creative Suite skills in order to create campaigns and effectively support platform users.
• Knowledge of health and safety responsibilities and commitment to attending relevant health and safety training.
• Experience with marketing automation software (Adobe, Salesforce, Marketo etc.) Experience working in the higher education space, retail or financial services.

The University of Queensland values diversity and inclusion and actively encourages applications from those who bring diversity to the University. Please refer to the University’s Diversity and Inclusion webpage for further information and points of contact if you require additional support. Accessibility requirements and/or adjustments can be directed to recruitment@uq.edu.au