

## POSITION DESCRIPTION

<b>Position Title:</b>	Performance Media Strategist
<b>Organisation Unit:</b>	Office of Marketing and Communications
<b>Position Number:</b>	3046081
<b>Type of Employment:</b>	Fixed Term
<b>Classification:</b>	HEW Level 8

## 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 (40), the US News Best Global Universities Rankings (42), QS World University Rankings (47), Academic Ranking of World Universities (54), and the Times Higher Education World University Rankings (66). Excluding the award component, UQ is now ranked 45<sup>th</sup> 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 53,000-plus strong student community includes more than 16,400 postgraduate scholars and more than 17,000 international students from 135 countries, adding to its proud 260,000-plus alumni. The University has more than 6,600 academic and professional staff (full-time equivalent) and a \$2.15 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+.

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 online](#).

## **DUTY STATEMENT**

### **Primary Purpose of Position**

The Performance media Strategist leads a small team within the corporate marketing team which is responsible for developing, testing, and implementing a strategy to reach and engage target audiences (stakeholder groups) through performance media. The Performance Media Strategist is responsible for implementing performance media strategies for the University, and supporting initiatives that will contribute to the goals and success of University campaigns.

### **Duties**

Duties and responsibilities include, but are not limited to:

- Lead performance media campaign planning, execution, optimization, reporting and evaluation as well as contributing to overall advertising and campaign planning and reporting as required.
- Actively monitor and optimize performance media activities developing a testing and reporting approach, including cross channel tests, documenting insights and learnings, establishing benchmarks and embedding into ways of working
- Contribute to the development and evolution of an engagement and acquisition model to inform advertising strategy, collaboration and ways of working across UQ's Central marketing and communication functions, faculties, institutes and business units.
- Identify, build and manage relationships with third party suppliers to ensure both technology and strategic consultancy are optimized for long-term goals including actively managing any agency or external parties to ensure that services levels are maintained and project milestones achieved.

- Work in collaboration with the Campaign Coordinator and Marketing Content Strategist to test, audit and provide actionable insights on creative performance across digital channels
- Act as product owner of ad technology, managing partner relationships and working with other technology product owners to ensure key data integrations and standards are implemented.
- Partner with and educate internal stakeholders in best practices for media buying, helping them to select appropriate digital channels for their goals
- Provide advice and recommendations over performance media budgets and scheduling; ensuring that funds are allocated appropriately based on supply and demand.
- Manage and coach performance media team members contributing to building an agreed culture and embedding ways of working.
- Keep pace with search, social, advertising and digital marketing industry trends.
- Take a hands-on approach to keyword research, page optimisations, conducting search audits to analyse search performance across several market verticals.
- Work in partnership with the Marketing Content Strategist to maximise website and social content exposure, ensuring that search trends and insights are available to inform content development priorities
- Work as a leader in the marketing team to forge internal relationships with other members of CX to maximize synergies, share audiences, track and create quality omni-channel experiences for our target audiences.

#### 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 Performance Media reports to the Marketing Manager and has a small number of direct reports:

- The position holder works closely with internal stakeholders including UQ's marketing community, technology team along with external agency partners
- The position holder supervises and oversees the work of external suppliers as required.

## SELECTION CRITERIA

- Postgraduate qualifications or progress towards postgraduate qualifications and extensive experience successful leadership and managerial experience in a senior CX and digital role.
- Extensive experience in the design and implementation of strategic CX and digital plans to support business goals.
- Significant experience in formulating and managing budgets, allocating resources and managing key external relationships to deliver effectiveness and efficiency savings.
- Outstanding leadership, communication, interpersonal, influencing and negotiation skills including political acumen and a strong ability to work effectively across formal structural boundaries.
- High level analytical and conceptual skills to deliver solutions to complex strategic and business issues.
- Demonstrated ability to develop innovative, creative programs and solutions using multiple forms of communications to achieve strategic objectives.
- Proven ability to lead, develop and manage large teams of professional staff to meet key performance indicators in a complex organisation.
- Extensive knowledge and understanding of the tertiary education sector or transferable skill from another sector
- Certification or registration of a relevant professional body such as ADMA

*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](mailto:recruitment@uq.edu.au).*