Position Description

Title: Digital Analytics Specialist

Faculty/Office: Group Marketing

Department/Team: Digital team

HEW Level: 8

Position Purpose: To monitor, measure and analyse the performance of the University’s digital strategies and campaigns, developing insights, strategies and technical improvements to maximise their impact.

ORGANISATIONAL CONTEXT

The Office of the Deputy Vice-Chancellor (DVC), Corporate Engagement and Advancement is accountable for achieving the strategic goals for the University with regard to corporate engagement, advancement and the Macquarie University brand.

The portfolio includes:

- Group Marketing who manage and promote the University’s brand, reputation and achievements. It supports the University in delivering programs that differentiate the University’s brand and drive growth in our domestic and international market across all student cohorts.
- The Office of Advancement who lead and support the University’s fundraising and alumni relations endeavours.
- Corporate Engagement who identify, develop and grow relationships with local, national and international corporate partners to support University goals.
- Future Students who develop and implement strategies and initiatives aimed at attracting and converting domestic undergraduate and postgraduate coursework students.

The Digital team is responsible for building the reach and impact of communications in the University ‘owned’ media channels. The team leads the web development for the while university engaging all internal stakeholders with a clear vision and process, establishing a one-stop shop for digital advertising.
### KEY ACCOUNTABILITIES

- Collect, analyse and interpret data from multiple sources, identifying trends and patterns and developing insights and strategies to improve performance and impact on digital platforms.
- Engage and consult with key stakeholders to understand their needs and translate digital strategies and campaign objectives into metrics and integrated campaign tracking capabilities to measure, analyse and report on the performance and impact of digital marketing activities.
- Transform analytical insights into technical improvements to optimise the performance and impact of digital marketing channels including website and search engine optimisation.
- Identify, develop, implement and maintain data collection systems, data analytics tools and other strategies to support and optimise statistical efficiency and quality.
- Design, create and deliver a suite of standard performance monitoring reports/dashboards on digital channels and activities to support business decisions.
- Provide expert advice and guidance to key stakeholders on understanding performance against metrics including articulating results into actionable insights.
- Identify, investigate and resolve data inconsistencies and issues to ensure quality of data.
- In consultation with key stakeholders, define, develop and establish a reporting framework and processes to improve the efficiency and effectiveness of digital analytics.
- Contribute to the development and implementation of digital projects and initiatives to build awareness of the University’s brand.
- Research, understand and apply industry/market data, information and trends to benchmark the University’s impact and performance.
- Comply with relevant EEO and WHS regulations.
- Perform any other duties as required and appropriate for this classification.

### POSITION CONTEXT

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<th>Reports to:</th>
<th>Director, Digital</th>
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| Positions Reporting to: | Direct: nil  
Indirect: nil |
| Key Direct Clients: | Chief Marketing Officer  
Director, Digital  
Faculties and Offices  
Future Students Office  
Macquarie International  
Office of Advancement staff  
Office of Corporate Engagement staff  
Strategy & Portfolio Partner team |
| Other Key Relationships: | Other staff members in the Digital team  
Other Group Marketing specialist teams  
External agencies |
| Budget Accountability: | Nil |
| Role-specific Conditions: | Nil |
| Scope and autonomy | Develops and/or modifies programs, processes, systems and/or policies that may impact University-wide projects, process improvements and/or initiatives. |
| Problem solving | Draws on own knowledge, experience and expertise to identify, develop and implement new initiatives, processes and programs. |
## CAPABILITY FRAMEWORK

Capability Frameworks describe the behaviours, skills, attributes and experience required to successfully perform a position or group of similar positions.

### COMPETENCIES
- **Analysis and Judgement**: Evaluating information and data to solve problems and make decisions.
- **Influencing and Persuading**: Building commitment by convincing others and winning them over to a particular point of view.
- **Implementing Systems**: Adopting a systematic and organised approach, and developing and utilising guidelines and procedures.
- **Planning and Execution**: Managing time and resources to complete tasks and achieve objectives.
- **Quality Focus**: Ensuring accuracy and quality when completing tasks.
- **Communication**: Effectively articulates key messages, both verbally and in writing, adapting to suit context and audience.
- **Service Focus**: Making students, staff, alumni and other key contacts and their needs a priority.
- **Relationship Management**: Establishing effective working relationships with others.
- **Teamwork**: Working in collaboration with others to achieve shared goals.

### ATTRIBUTES
- **Perseverance**: Persevering despite obstacles to ensure tasks are completed.
- **Flexibility**: Responding effectively to unexpected or changing circumstances.
- **Reliability**: Meeting commitments and responsibilities.
- **Interpersonal Impact**: Making a positive impression on others in a range of interpersonal contexts.
- **Resilience**: Dealing effectively with and recovering quickly from setbacks or pressure.
- **Accountability**: Assuming responsibility for making decisions and delivering agreed outcomes.
- **Integrity**: Maintaining confidentiality, discretion and professionalism.
### REQUIRED KNOWLEDGE
Qualifications, technical and/or professional skills and information needed from day one for successful performance.

- Degree and/or extensive experience in marketing, data science or web analytics.
- Advanced computer skills including Microsoft Excel and web analytics programs and tools including Google Analytics and Google Tag Manager.
- Advanced knowledge of best practice search engine optimisation (SEO) techniques and the user journey.

### ACQUIRED KNOWLEDGE
Organisational and/or professional skills and information to be developed within the first 3 to 6 months in the role for successful performance.

- Knowledge of the office’s functions and structure.
- Knowledge of the office's policies, systems, processes and procedures.
- Knowledge of how the University works and how relevant functions across the University interrelate.

### KEY EXPERIENCES
Practical experiences and exposure to specific environments or activities related to successful performance.

- Conducting analysis and critically evaluating data and information to form strategies to improve the impact of marketing initiatives.
- Experience integrating campaign tracking codes.
- Working in analytics within a financial, corporate, government or tertiary organisation.
- Participating in complex and/or cross functional projects.
- Communicating the use of technical concepts to inform and persuade stakeholders.