Position Description

College/Division: International Strategy Portfolio
Department/Unit: International Strategy and Future Students
Position Title: Marketing Automation Specialist
Classification: ANU Officer Grade 6/7 (Administration)
Position No:
Responsible to: Manager, Marketing Automation
Number of positions that report to this role: 0
Delegation(s) Assigned: D8

PURPOSE STATEMENT:
The International Strategy and Future Students (ISFS) Division brings together brand (identity), international and domestic recruitment, strategy, market research, marketing, advertising, digital, social media engagement and creative design at ANU. The Division is responsible for delivering high quality communications and experiences for future students in accordance with the University's strategic objectives.

The Marketing Automation Specialist provides high level, expert and comprehensive coordination of prospect conversion marketing automation campaigns, contributing to the delivery of best practice in customer experience.

KEY ACCOUNTABILITY AREAS:

Position Dimension & Relationships:
The Marketing Automation Specialist reports to the Manager Marketing Automation and works closely with other marketing and student recruitment practitioners across the university. The Marketing Automation Specialist is responsible for the strategic development, coordination and execution of targeted and dynamic prospect conversion marketing automation campaigns to deliver on strategic diversity goals. The Marketing Automation Specialist provides high-level expert advice to the Manager Marketing Automation on a wide range of future student experience CRM campaign services, policies, procedures and guidelines, and coordinates initiatives to support the achievement of the University's strategic goals.

The Marketing Automation Specialist is an excellent collaborator who continually takes an innovative approach to ensure best practice in marketing automation and delivery of evidence based best practice. The Marketing Automation Specialist also works closely with the Manager Marketing Automation to support central divisions and Colleges and a wide range of stakeholders across the University to provide CRM campaign services and advice.

Role Statement:
Under broad direction, the Marketing Automation Specialist will:

1. Coordinate operational aspects and provide high level advice to the Manager Marketing Automation in relation to services on future student experience conversion campaigns, ensuring compliance with the University's branding, advertising and publishing requirements and associated policies, procedures, guidelines and legal requirements.
2. Investigate and understand the complexities associated with campaign development, and advise on best practices to achieve campaign goals with an understanding of audience insights and consumer behaviour.
3. Drive innovations in terms of campaign delivery, being an advocate for trends in marketing automation and effective content delivery. Liaising with internal stakeholders to define campaign goals, key...
markets, and overall campaign strategy, with a view to provide advice on the best way to structure campaigns to deliver success.

4. Coordinate the strategic development and implementation of highly targeted prospect conversion campaigns via the marketing automation platform.

5. Contribute to the development of future student experience CRM initiatives designed to enhance marketing automation practices and processes with a commitment to continuous improvement and best practice in CRM driven experience.

6. Support the development of junior team members through coaching, mentoring, skill and career development and feedback on performance.

7. Proactively liaise with marketing and student recruitment colleagues across the University to exchange ideas and information, foster collaboration across the International Strategy Future Students Division and College Marketing and Student Recruitment teams, and maximise the effectiveness of the student recruitment activity undertaken.

8. Comply with all ANU policies and procedures, in particular those relating to work health and safety and equal opportunity.

9. Perform other duties as requested, consistent with the classification level of the position and in line with the principle of multi-skilling.

**SELECTION CRITERIA:**

1. Degree in a relevant field with demonstrated experience in marketing automation in a complex organisation or an equivalent combination of relevant experience and qualifications/training. Marketing automation experience in the higher education sector will be highly regarded.

2. Sound knowledge of and demonstrated experience with marketing automation campaign development and the ability to interpret and apply guidelines, policies, procedures and legislative requirements.

3. Demonstrated high-level customer service, communication and marketing automation skills, with experience producing multi targeted and dynamic marketing automation campaigns.

4. An ability to liaise effectively with stakeholders in a culturally diverse environment.

5. Demonstrated analytical and problem-solving skills, with a proven ability to use initiative, investigate issues, collect and analyse data and to make recommendations on solutions.

6. Proven organisational skills and ability to work effectively both independently and collaboratively, supervising a team to meet demanding deadlines and delivering high quality outcomes.

7. Highly developed marketing automation skills and computer skills, including using contemporary relevant office and marketing and communications tools.

8. A demonstrated understanding of equal opportunity principles and policies and a commitment to their application in a University context.

*The ANU conducts background checks on potential employees, and employment in this position is conditional on satisfactory results in accordance with the Background Checking Procedure which sets out the types of checks required by each type of position.*

Delegate Signature:  Date:

Printed Name:  Uni ID:

References:

[General Staff Classification Descriptors](#)