



Make  
it matter.

## POSITION DESCRIPTION

# Manager - Marketing Analytics & Performance

Faculty/Division

Education and Student Experience

Position number

Division of Soc Imp, Eq & Eng

Position Level

Click or tap here to enter text.

Original document creation

Level 9

2 August 2024

### Position Summary

The Marketing & Digital Experience (MDX) portfolio has been established to enhance UNSW's global brand reputation, create sharper brand distinctiveness, amplify UNSW's globally renowned expertise across societal impact framework themes, and support the university to realise the ambition of its new 'Progress for All' strategic plan.

Striving to be at the forefront of marketing and digital experience leading practice, the team instils audience centricity and leverages UNSW's Adobe and Sales CRM investment to deliver deeper personalized relationships through sophisticated marketing, content, data, digital experience and student recruitment functions, to support UNSW's commercial and societal impact outcomes.

The Marketing & Digital Experience portfolio has four pillars: Marketing & Content, Digital Experience, Strategy & Performance, and Future Student Recruitment, with offshore China and India operations also reporting into the portfolio.

The Manager - Marketing Analytics & Performance is responsible for operational leadership of marketing analytics and performance (analytics and tech) within the MDX Data & Insights Centre of Excellence (COE). Providing deep expertise on omnichannel digital marketing analytics and performance, segmentation, web analytics and customer data platform management. This role is expected to be hands-on with delivery as well as people management and supporting strategy. The position will also shape and manage the pipeline of work to ensure delivery within timeframes and effective adoption of new data assets and insights.

The Manager - Marketing Analytics & Performance reports to the Manager, Data & Insights and has 3-4 direct reports.

## Accountabilities

Specific accountabilities for this role include:

- Provide operational leadership and manage the Marketing Analytics & Performance team, providing deep expertise across Future Students and SIEE on omnichannel digital marketing analytics and performance, segmentation, web analytics and customer data platform management.
- Support the development of the unit's data strategy (data management projects to support business goals). This strategy will include relevant recommendations regarding the database environment, technology stack, and any necessary improvements or changes to data capabilities, processes, and/or governance.
- Working collaboratively with marketing and digital experience leads to design, develop, and implement quantitative segmentation of audiences and advance the unit's lead scoring framework to establish sophisticated classification algorithms that drive marketing and sales qualification motions and the necessary workflows that enable an automated lead management.
- Advance the creation of an evidence based (attributes, demographics and psychographics) view of future student and SIEE audience segment profiles across current, near and future time horizons to inform the sales and marketing strategy and the development of new programs.
- Steward data integrity and governance for all marketing analytics reports published by the data and insights COE.
- Coach cross-faculty stakeholders and junior group members in the use of data tools and contribute to the training and enablement roadmap for the Marketing and Digital Experience team's data environment.
- Produce briefing notes, reports and information papers as required for senior stakeholders that lead the advancement of the COE.
- Maintain a working relationship with UNSW stakeholders and be a key contributor and steward of the enterprise marketing data management and governance ecosystem.
- Align with and actively demonstrate the [Code of Conduct and Values](#)
- Ensure hazards and risks psychosocial and physical are identified and controlled for tasks, projects, and activities that pose a health and safety risk within your area of responsibility.

## Skills and Experience

- Tertiary degree in a related area, plus relevant experience in marketing and web analytics, performance management and/ or business intelligence development in a commercial environment.
- Proven track record of developing, implementing and optimizing marketing strategies across owned, paid and earned channels, with a strong understanding of SEO and SEM.
- Proven experience in data analysis, ideally in a customer or product setting, with a good handle of quantitative techniques. Exposure to the Adobe tech stack, marketing mix modelling is highly desirable.
- Knowledge of statistics and experience using statistical packages for analysing large datasets as well as visualisation tools for reporting purposes.
- A knack for learning quickly and being impactful in new areas, as well as well-honed interpersonal skills with a high-level of confidence interacting with varied stakeholders.

- Outstanding written and verbal communication skills and the proven ability to articulate and visualise complex information clearly and succinctly.
- Ability to work flexibly and productively as an effective team member and as a manager, managing expectations and workloads while ensuring deadlines are met and work is delivered to a of high standard.
- An understanding of and commitment to UNSW's aims, objectives and values in action, together with relevant policies and guidelines.
- Knowledge of health & safety (psychosocial and physical) responsibilities and commitment to attending relevant health and safety training.

### **Pre-employment checks required for this position**

- Verification of qualifications

#### **About this document**

This Position Description outlines the objectives, desired outcomes, key responsibilities, accountabilities, required skills, experience and desired behaviours required to successfully perform the role.

This template is not intended to limit the scope or accountabilities of the position. Characteristics of the position may be altered in accordance with the changing requirements of the role.