



Make
it matter.

POSITION DESCRIPTION

Director Digital Experience

Faculty/Division

Division of Soc Imp, Eq & Eng

Classification Level

Professional TFR

Hours & Span (Category)

G - Administrative, Clerical, Computing, Professional & Research Staff

Position number

[Click or tap here to enter text.](#)

Shiftwork status

NOT SHIFTWORKER

Allowances

[Click or tap here to enter text.](#)

On call arrangements

[Click or tap here to enter text.](#)

Original document creation

1 September 2024

Position Summary

The Marketing & Digital Experience 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 Director Digital Experience has overall responsibility for the design and delivery of the University's Digital Experience strategy in support of the University's purpose, objectives and strategy as outlined in UNSW's Strategic Plan.

The Director is responsible for modernising UNSW's external digital presence for a digital first world through a unified Digital Experience strategy. This key role is responsible for Digital Experience across priority audiences including Future Students through the attraction and recruitment of undergraduate and

postgraduate domestic and international students, across UNSW's seven faculties, as well as supporting UNSW to expand its reach into lifelong learning and transnational education. In addition, priority B2C and B2B audiences as identified as part of the Societal Impact framework including (but not limited to) Alumni, Donors, Research partners, Industry and Community.

This position will partner with internal stakeholders to facilitate the digital experience strategy and executional plans aligned to business objectives underpinned with an evidence-based approach. They will be accountable for supporting the Executive Director, Marketing & Digital Experience in developing and delivering an integrated Digital Experience Strategy in line with best practice, driving innovation and building digital maturity across the university's Sales CRM and Adobe Marketing Automation technology.

The Director Digital Experience reports to the Executive Director, Marketing & Digital Experience and has 4 direct reports.

Accountabilities

Specific accountabilities for this role include:

- Provide direction and leadership of the Digital Experience team, creating a respected and valued service.
- Lead a highly customer-focused, commercially oriented unit, championing a data-led and customer-first approach with demonstrated commitment to collaboration, excellence, innovation and continuous improvement, evolving digital experience in line with global leading practise.
- Oversee digital compliance and governance to protect and enhance the University's digital presence domestically and internationally, across all audiences.
- In collaboration with key UNSW stakeholders, lead the unified digital experience strategy and implementation to support the University's societal impact focus, research amplification, student attraction, recruitment and engagement, and reputation enhancement.
- Develop overarching strategies that deliver effective digital experiences for key Future Student and Societal Impact audiences across all digital channels to provide a highly personalized experience and improved nurturing of prospects from first touch to engagement, enrolment and partnership, and advocacy.
- Conduct horizon scanning to identify trends, opportunities and threats and incorporate findings to enhance UNSW's digital presence in line with global best practise.
- Partner with data and insights teams to build audience insight, define personas and build customer journeys for all priority audience cohorts.
- Provide leadership across a broad portfolio including overall digital experience design and digital content strategy & architecture. In addition, web engagement and UX strategy and web platform operations.
- Oversee innovative and fit for purpose future students' digital experience strategies based on evidence, research and customer insights which establish UNSW as the leading destination for Domestic and International prospective students and delivers long term teaching revenue growth for UNSW.
- Devise effective digital experience strategies to capitalize on new market, new channel and new product opportunities and support organisational outcomes in Domestic and International markets.
- Lead UNSW's' digital experience transformation and leverage enterprise level investment through strategic initiatives and operational management of the Adobe Digital Marketing Technology platform and Sales CRM (MS Dynamics).
- As part of the Marketing & Digital Experience Leadership team contribute at a senior level to the operating model transformation for a digital first world, including digital marketing and process digitisation and

automation; the development of key constituent strategies and journeys, their effective targeting, and communications.

- Ensure the development of a high-performing, diverse and inclusive team of digital, data and web platform professionals, including team capability upskilling to support digital operating model transformation and innovation.
- Oversee budget management responsibility; effective and efficient resource management to maximise University outcomes in line with strategy, on time and within budget, delivering improved ROI and ensuring agility to respond to changing market needs. Manage agency partners, overseeing scope and reviewing opportunities to optimise internal and agency resourcing models and improve ways of working to maximise value creation.
- Development and maintenance of highly effective and collaborative relationships with the University Executive and Senior Leaders, to ensure digital experience strategy is aligned to the university's needs and has widespread support.
- Developing effective working relationships with key areas and individuals within UNSW including but not limited to IT, Faculty and Divisional Leadership and a deep, dedicated relationship with IT to ensure strategic and operational alignment linking the Digital Experience Strategy and IT Blueprints.
- 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

- Sophisticated and mature leadership experience within highly complex environments.
- A relevant degree with extensive experience or an equivalent level of industry knowledge gained through any other combination of education, training and experience.
- Demonstrated ability to apply digital leading practice in large, diverse, and complex service-focused organisation with global presence. Experience gained in higher education, prestige brand or professional services sector desirable.
- Strong commercial acumen and understanding of sales and marketing performance levers, with an ability to set targets, plan complex work plans and review return on investment. Proven track record in financial/budget management, effective resource management and strategic prioritisation to maximise impact.
- Extensive experience and understanding of digital marketing automation tools (Adobe technology stack), analytics (Adobe Analytics), sales CRM (MS Dynamics), business performance reporting and visualisation (Power BI) and other relevant tools at an enterprise level.
- Substantial leadership and management experience relevant to the high-profile nature of the role externally and the oversight of a large digital marketing, web, UX and digital operations team with a demonstrated capacity to lead a service delivery culture.
- Outstanding written and verbal communication skills and the proven ability to articulate complex information clearly and succinctly.
- Advanced stakeholder management and relationship development skills, and ability to lead, manage and motivate individuals, teams and agency partners.
- Significant experience of building organisational capacity, operating model transformation and successfully embedding a high-performance culture that has delivered long-term outcomes in a major institution of comparable complexity.

- Knowledge of the expectations of successful shared services in an organisation which functions on a decentralised model.
- An understanding of and commitment to UNSW's aims, objectives and values in action, together with relevant policies and guidelines.
- Knowledge of health and safety 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.