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POSITION DESCRIPTION

Digital Marketing Campaign Coordinator

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| Position Level | 6 |
| Faculty/Division | DVC-Academic and Student Life |
| Position Number | ADMIN ONLY |
| Original document creation | October 2020 |

Position Summary

The Digital Marketing Campaign Coordinator is responsible for the successful delivery and implementation of digital marketing automation to maximise lead generation and enrolment conversion for Future Students in support of achieving international or local enrolment targets.

The Digital Marketing Campaign Coordinator reports to the ~~Digital Marketing Campaign Specialist~~ and has no direct reports.

Accountabilities

Specific accountabilities for this role include:

- Work effectively as part of the Future Students' ~~Marketing Technology and Campaigns~~ team and within a service driven team.
- Coordinate all prospective student communications for nurture and conversion across web and email channels.
- Drive student lead capture, nurture via Web and email touchpoints. This will involve the creation, editing and monitoring of web pages and emails, including development of automated workflows.
- Liaise with recruitment, marketing, content and web staff to collate content and build landing pages and experiences for prospective students.
- Collaborate with the marketing, content and web teams to ensure campaign content is streamlined across the comms journey.
- Report on digital marketing campaign activity against established performance metrics and identify optimisation opportunities.

- Execute campaign optimisation initiatives with direction from the ~~Digital Marketing Campaign Specialist~~, including split testing, creative and messaging optimisation.
- ~~As part of the Adobe DMP implementation, support the transition to the Adobe Marketing Cloud by participating in training and on the job learning and adopt new ways of working.~~
- Execute marketing automation and targeted messaging, using Adobe and CRM tools. Implement personalised prospect contact strategy based on audience and campaign insights.
- Collaborate with the domestic and international recruitment teams to align deliverables and messages with outreach activities. Work closely with the Contact Centre to provide a consistent experience for prospective students.
- Align with and actively demonstrate the [UNSW Values in Action: Our Behaviours](#) and the [UNSW Code of Conduct](#).
- Cooperate with all health and safety policies and procedures of the university and take all reasonable care to ensure that your actions or omissions do not impact on the health and safety of yourself or others.

Skills and Experience

- A relevant tertiary qualification and relevant experience or an equivalent level of knowledge gained through any combination of education, training and student recruitment experience.
- Commercial acumen and understanding of digital marketing / ecommerce, with an understanding of sales funnels and activation. Experience in student recruitment will be highly regarded.
- Excellent interpersonal skills and a demonstrated ability to engage people of all ages, including those from diverse backgrounds and cultures.
- Demonstrated ability to work flexibly and productively as an effective team member to ensure deadlines are met.
- Outstanding organisational skills with proven ability to deal with multiple tasks and establish priorities.
- Excellent written and verbal communication skills and the ability to liaise effectively with all levels of students, staff and external stakeholders. High level of attention to detail and ability to work under pressure and to strict deadlines.
- Advanced level of computer literacy with excellent skills in Microsoft Office applications, ability to use databases to capture and maintain stakeholder information (e.g. CRM) and knowledge of campaign automation applications (ClickDimensions and Adobe Campaign), and experience working with Adobe Marketing Cloud, specifically Adobe Experience Manager, Adobe Analytics and Adobe Campaign products.
- 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

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.