



POSITION DESCRIPTION

Marketing Performance Analyst

September 2023

UNIVERSITY of
TASMANIA 

Position Summary

College / Division	Student Services and Operations
School / Section	Marketing
Location	Hobart, Launceston or Burnie
Classification	<u>HEO Level 6/7</u>
Reports to	Market Research Manager
Direct reports	Not Applicable
Delegation level	<u>Not applicable</u>

The Opportunity

Working as part of the Marketing team, the Marketing Performance Analyst will be responsible for the digital analytics and insights function across Marketing as well as uplifting the analytical skills and capabilities of the marketing team to deliver a strong data centric culture in Marketing. The role will also deliver actionable insights to continuously improve the student experience across all touchpoints and work alongside the Digital, Brand and Marketing Services teams to ensure recommendations are actioned.

About the University of Tasmania

In 1890, our university was founded with an important purpose: providing our island with the academic excellence to thrive. Today, we continue to make our home a better place. And working together, we do extraordinary things that have global outcomes.

From early on, our role has been to help people flourish and thrive. Isolation and a small population require us to work harder. The stories of our island are told by those needing to solve unique problems in unique ways. Here, success takes a quiet determination and adaptability. In turn, this makes us broader, more rounded, multi-skilled thinkers and creative problem solvers, and it sees our institution generate powerful ideas for and from Tasmania.

Because of our unique setting and challenges we go beyond creating places of learning. We strive to stimulate economic growth, lift literacy, improve health outcomes for Tasmania and nurture our environment as it nurtures us.

We welcome enquiring minds, from near and far, to join us in our pursuit of the extraordinary.

Accountabilities and outcomes

Purpose

The role will generate data-driven actionable insights that drive strategic marketing decisions. Helping to upskill the wider marketing team in marketing analytics and data driven decision making the role will:

Key Result Areas

- Build dashboards and reports to enable valuable insights to be uncovered by you and key stakeholders.
- Analyse and provide insight into the performance of our website and online marketing campaigns across email, display/programmatic, search and social media.
- Generate data-driven actionable insights that drive strategic marketing decisions.
- Research, track, and monitor performance of keywords and landing pages to support organic and paid search marketing.
- Analyse results from A/B testing, ad copy testing, landing page optimisation and creative testing for email and digital marketing campaigns
- Help to upskill the wider marketing team in marketing analytics.
- Collaborate with internal partners to generate and disseminate marketing reporting and analyses.
- Drive continual improvement in the value and quality of analytics to maximise marketing performance.
- Assist with monitoring competitor and industry trends.
- Stay up to date on current digital marketing trends and best practices.
- Work with the market research team to collect audience insights.

Behavioural Expectations

We aim everyone to have a positive experience at our university, and all staff contribute toward creating a university culture that is safe and supportive, enabling our community to flourish by:

- Treating all others – staff, students and community with fairness, equity and respect.
- Ensuring the workplace is an inspiring and safe place to be.
- Ensuring the workplace is free from harassment, bullying, victimisation and discrimination.

Success profile

Personal Attributes

- **Evaluative:** Excels at examining information and asking probing questions, documenting facts and interpreting data in an objective manner.
- **Innovative:** Able to produce new ideas and adopt radical solutions. Readily applies theories and concepts to form strategies and navigate future trends.
- **Communicative:** Enjoys articulating information and giving presentations. Shapes opinion through influencing skills while challenging established views and assumptions.
- **Supportive:** Understands others through listening and empathy, works well in a team and actively involves others by valuing individuals unique perspectives.

Core Capabilities

- Continuous Improvement: Continuously finds ways to improve and simplify processes, systems and practices to deliver improved outcomes for our students, staff and community by utilising practices such as Lean, Agile and Design Thinking.
- Innovation Management: Effectively facilitates idea generation within and across teams. Brings cohorts of people together to incubate ideas from concept to design to implementation. Fosters and enables safe spaces for creative thinking and contribution.
- Growth Mindset: Adopts a growth mindset and consistently seeks feedback, makes others comfortable with taking risks and experimenting to improve over time.
- Self Awareness and Interpersonal Skills: Recognises and regulates emotions and behaviour in the work context and effectively builds relationships with others to create a collaborative and empowering environment that enables people to achieve and thrive.

Role Specific Skills, Knowledge and Experience

- Strong marketing background and experience in marketing analytics and digital performance reporting
- Demonstrated hands-on experience using Google Analytics to report on the performance of marketing campaigns from conversions through to user behaviour and engagement.
- Advanced experience and capability working with Excel & Looker Studio and other data visualisation tools.
- Demonstrated capacity for high level analytical thinking and problem solving, including the ability to analyse data and provide advice in a dynamic decision-making environment.
- High level interpersonal skills encompassing written and oral elements, including the ability to prepare and deliver complex reports relevant to a varied audience.
- Excellent teamwork skills with the ability to establish and foster good working relationships with a diverse range of people and to help team members achieve common goals quickly and effectively.
- Excellent project management skills with the ability to take initiative, prioritise tasks, manage workflows and meet deadlines.

Qualifications and Licences

- Some travel may be required between the campuses to support the Marketing team.
- Current Australian Driver Licence
- Degree in Marketing would be advantageous but not essential.

Other Requirements

To be eligible for this position, you are required to hold Australian or New Zealand Citizenship, permanent residence or a valid visa that enables you to fulfil the requirements of this role.

COVID-19

The University of Tasmania strongly encourages employees to maintain COVID-19 vaccination in line with relevant Australian Government health advice.



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The intention of this Position Description is to highlight the most important aspects, rather than to limit the scope or accountabilities of this role. Duties may be altered in accordance with the changing requirements of the position