

## Digital Marketing Coordinator

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<b>College/Division</b>	Future Students
<b>School/Section</b>	Office of Marketing
<b>Location</b>	Hobart
<b>Classification</b>	HEO 7
<b>Reporting line</b>	Reports to Digital Marketing Manager

### Position Summary

The University of Tasmania is building a vision of a place-based University with a mission to enhance the intellectual, economic, social and cultural future of Tasmania, and from Tasmania, contribute to the world in areas of distinctive advantage. The University recognises that achieving this vision is dependent on the people we employ as well as creating a people-centred University that is values-based, relational, diverse, and development-focused.

The Digital Marketing Coordinator will provide support to the Digital Marketing Manager, across a wide range of digital marketing activities. They will drive digital campaigns, implement digital strategies, working closely with the digital and broader marketing teams. The role will support development, implementation and evaluation of digital marketing campaigns, making recommendations for future activity.

The incumbent brings digital marketing knowledge and awareness of emerging digital trends and best practice.

**We are an inclusive workplace committed to ‘working from the strength that diversity brings’ reflected in our Statement of Values. We are dedicated to attracting, retaining and developing our people and are committed to inclusive principles. We celebrate the range of diverse assets that gender identity, ethnicity, sexual orientation, disability, age and life course bring. Applications are encouraged from all sectors of the community. Tell us how we can make this job work for you.**

### What You'll Do

- Coordinate cross-channel marketing campaign activity across programmatic, display, retargeting and social, adding performance insight and recommendations.
- Analyse, and report on campaign performance, develop insights and make recommendations to improve future campaign activity.
- Develop and maintain strategies to optimise data, and paid & organic search, including search terms and structure.
- Analyse digital initiatives and technologies and make recommendations to optimise future digital marketing activity.
- Receive and provide briefs from internal and external stakeholders, and assist with workflow traffic within the Office of Marketing.
- Provide support and mentoring to other members of the digital marketing team.
- Ensure all marketing activities align with the University of Tasmania Strategic Plan and organisation marketing strategies.
- Undertake other duties as assigned by the supervisor.



### What We're Looking For (success criteria)

- A tertiary qualification in marketing or relevant field or an equivalent combination of relevant digital marketing experience and/or education/training.
- Proven ability to manage projects and concurrent priorities, as well as work independently and apply continuous improvement principles.
- Demonstrated experience in the development and implementation of digital strategies as part of cross-channel marketing campaigns for a wide range of cohorts.
- Numeracy, analytical and data management skills with the ability to problem solve.
- Flexibility and responsiveness to changing priorities and a proven capacity to perform well in a pressure environment.
- Excellent written, oral and interpersonal communications skills including the ability to communicate and present effectively to both small and large groups, and with a diverse range of people and organisations at all levels.
- Competence with a range of digital marketing tools (eg. Google Marketing Platform, social media management software, marketing automation software, Squiz matrix).

### Other position requirements

- Demonstrated familiarity with, or knowledge of, issues facing the tertiary education sector.

### University of Tasmania

The University of Tasmania is an institution with an enduring commitment to our state and community, and a strong global outlook. We are committed to enhancing the intellectual, economic, social and cultural future of Tasmania. Our [Strategic Direction](#) strongly reflects the University community's voice that our University must be place based but globally connected as well as regionally networked and designed to deliver quality access to higher education for the whole State.

We believe that from our unique position here in Tasmania we can impact the world through the contributions of our staff, students and graduates. We recognise that achieving this vision is dependent on the people we employ, as well as creating a university that is values-based, relational, diverse, and development-focused.

Check out more here:

<https://www.utas.edu.au/jobs>

<https://www.utas.edu.au/careers/our-people-values-and-behaviours>

*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 above may be altered in accordance with the changing requirements of the position.*

