Position Description
Performance Marketing Manager

Faculty/Portfolio	Marketing Division
School/Centre	Performance and Growth Unit
Basis of Employment	Full-time (36.75 hours per week) and continuing
Primary Location of Work	Melbourne Burwood Campus
Classification	HEW 8
Reporting Line	Head of Performance and Growth

ABOUT DEAKIN
Deakin University is proud to be recognised as an organisation that offers a friendly, supportive and challenging working environment. Our staff are committed to making a genuine difference to people’s lives through excellence in education and research. We acknowledge the importance of providing a dynamic and diverse working environment and offer variety in day-to-day roles as well as professional development opportunities to assist staff to grow and progress their careers. Deakin University staff have the opportunity to interact with colleagues from a diverse range of cultures and professional backgrounds, all of whom share a common interest in lifelong learning.

Deakin is Australia’s sixth largest university and ranks first in Victoria for both student satisfaction and graduate employment. Deakin operates five campuses; the Cloud Campus, Melbourne Burwood Campus, Geelong Waurn Ponds Campus, Geelong Waterfront Campus, and the Warrnambool Campus. We have corporate centres in Melbourne’s CBD, and at the Burwood, Waterfront and Waurn Ponds campuses, as well as offices in South Asia, China, Indonesia, Latin America, Europe, Malaysia, Vietnam, Pakistan and Singapore.

WHY WORK FOR OUR UNIVERSITY?

DEAKIN’S PROMISE TO EQUITY, DIVERSITY AND INCLUSION
At Deakin we value diversity, embrace difference and nurture a connected, safe and respectful community. Deakin is an Employer of choice for Gender Equality, a proud member of the SAGE Athena SWAN program seeking gender equity for Women in STEMM, and a Gold award holder in the Australian Workplace Equality Index for LGBTI inclusion. We strongly encourage applications from Aboriginal and Torres Strait Islander people and people of all cultures, abilities, sex and genders.

deakin.edu.au/about-deakin/careers-at-deakin
**POSITION OVERVIEW**

The Performance Marketing Manager will be responsible for leading the strategy, execution and optimisation of the Performance Marketing programs. This role will work collaboratively with stakeholders to define digital campaign strategy and execute across creative, web assets, on-site personalisation, nurture programs and triggered media programs.

**Key Relationships:**

| Internal | • Works in the Performance and Growth unit within the Marketing Division. This Unit leads and provides best practice advice on meeting the digital marketing objectives of the University. The Unit is responsible for leading the delivery of digital marketing initiatives that contribute to the effective recruitment of prospective students and provides best practice advice on meeting the digital marketing objectives of the University.  
• Works with units across the Marketing Division, such as Prospective Student Enquiry Centre (PSEC), Market Insights, Brand and Content and Web teams in order to deliver effective data and life-cycle marketing solutions.  
• Works with key units and divisions across Deakin in order to expand measurement and conversion down the performance life-cycle, such as DSA, Faculty Marketing, Alumni. |
| External | • Manages digital agencies and freelance contractors in order to leverage expertise in digital campaign strategy and execution. |

**PRINCIPAL RESPONSIBILITIES**

- Define data-first user journeys and brief audience segmentation and campaign strategies to execute across paid and owned digital channels.
- Manage the tactical strategy for lead acquisition and conversion across paid and owned channels.
- Oversee the management and optimisation of cross-channel digital campaigns in order to attract, nurture and convert prospective students.
- Oversee journey planning for all digital campaigns and ensure those journeys achieve lead and application targets.
- Lead the work program to design, execute and optimise campaigns based on audience segmentation, on-site and off-site personalisation, triggered media and nurture programs.
- This role has staffing responsibilities and must therefore ensure staff and own adherence to University policies and procedures, including but not limited to those relating to equal opportunity, occupational health and safety, risk management, staff development and staff performance planning and review.

**KEY DUTIES**

- Develop, execute and optimise the digital campaigns for course level marketing.
- Own lead targets and work collaboratively with the wider team on tactics to increase the volume of quality prospective student leads from digital channels.
- Manage the optimisation program for the Course Performance program, reporting successes and learnings to the wider team.
- Maintain an understanding of the latest trends in the industry and review and implement strategies accordingly.
- Develop, execute and evaluate strategies for on-site personalisation that increase conversion and goal completion.
- Work collaboratively with the digital media and life-cycle specialists to execute triggered media programs that grow and leverage the lead database.
- Ensure all work is delivered to a high standard, on time and on budget.
- Other duties as directed by management commensurate with the scope and classification of the position.

**ABOUT YOU**

To be successful at Deakin you are willing to enthusiastically embrace the Deakin Offer and Promise as expressed in the Deakin University Strategic Plan, and must share the University’s values.

You will be a person who is ambitious for Deakin University’s success and optimistic about its future; and will display diligence, have great resolve and a focus on producing results.

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Deakin University Position Description: Performance Marketing Manager
SELECTION CONSIDERATIONS

Qualifications and Experience:
• Tertiary degree in marketing, multimedia, communications, or other related areas or an equivalent combination of relevant experience and/or education/training.
• Extensive and high-level experience in client or agency side digital marketing technology or automation role.
• Experience managing the production of assets to execute digital and performance marketing campaigns.
• Experience in managing creative or digital agency partners, or internal production teams.
• Proven leadership/management expertise.

Capabilities and Personal Attributes:
• Demonstrated communication and interpersonal skills with the ability to produce clear and accurate communications that are appropriate for their intended audience.
• Proven capability to work positively and effectively as part of a collaborative work team, to accommodate and work well with different working styles and to work independently where required.
• Demonstrate the ability to exercise sound judgment, initiative, diplomacy, tact and discretion as well as proven experience handling sensitive and personal information in a confidential and appropriate manner

SPECIAL REQUIREMENTS
• Infrequent work outside business hours is required for special events.
• Working With Children Check

DISCLAIMER
It is not the intention of the position description to limit the scope or accountabilities of the position but to highlight the most important aspects of the position. The aspects mentioned above may be altered in accordance with the changing requirements of the role.