

POSITION DESCRIPTION

POSITION INFORMATION

POSITION TITLE:	Senior Campaigns Manager
WORK AREA POSITION CODE:	<i>(To be allocated by Human Resources)</i>
FUNCTIONAL UNIT:	Marketing and Communications
FACULTY/ORGANISATIONAL UNIT:	Marketing and External Relations
CAMPUS/LOCATION:	Nth Sydney, Melbourne, Brisbane, Ballarat or Canberra
NOMINATED SUPERVISOR (TITLE):	Associate Director, Marketing and Communications
CLASSIFICATION/LEVEL:	Higher Education Worker (HEW) Level 9
EMPLOYMENT TYPE:	Continuing, full-time appointment. A period of probation may be attached to this position.
REMUNERATION & BENEFITS:	A wide range of benefits are provided to staff. These include generous leave options; flexible working arrangements; comprehensive professional development programs; salary packaging benefits as a rebateable employer; reward and recognition programs and a range of wellbeing options.
SUPERANNUATION:	The University will contribute an amount equivalent to 9.5% or 17% of gross annual salary to superannuation dependent on salary level, length of appointment or age.
DATE DEVELOPED/ REVIEWED:	June 2015

AUSTRALIAN CATHOLIC UNIVERSITY

Mission Statement:

Within the Catholic intellectual tradition and acting in Truth and Love, Australian Catholic University is committed to the pursuit of knowledge, the dignity of the human person and the common good.

Australian Catholic University (ACU) is both a Catholic University and a public institution within the Australian higher education sector. ACU is an inclusive community which welcomes students and staff of all beliefs. The University is committed to a strong Catholic ethos and seeks to foster and promote teaching and learning, research and scholarship, and community engagement in the Christian tradition. As valued members of our community, all staff members are expected to have an understanding of ACU's [Mission](#) and values and to demonstrate an active contribution to them.

The University shares with universities worldwide a commitment to quality in teaching, research and service. It aspires to be a community characterised by free enquiry and academic integrity.

The University chooses to focus on areas of teaching and research that are closely connected with its particular character as a University that is, Catholic, public and national. The focus areas are Theology and Philosophy, Health, Education and, the Common Good and Social Justice.

ACU has over 1,800 staff supporting more than 30,000 students across seven campuses – Adelaide, Ballarat, Brisbane, Canberra, Melbourne, North Sydney and Strathfield.

The structure to support this complex and national University consists of:

- Provost
- Deputy Vice-Chancellor Research
- Deputy Vice-Chancellor Students, Learning and Teaching
- Chief Operating Officer

Each portfolio consists of a number of Schools, Directorates or Institutes;

- Five Associate-Vice-Chancellors or Campus Deans that focus on the University's local presence and development of the University at the local 'campus' level; and
- A Directorate of Identity and Mission that drives both the Identity and the [Mission](#) of the University and includes a number of Institutes and Directorates.

The University pursues performance excellence and offers an environment where staff are valued and rewarded. Staff are expected to demonstrate a commitment to continuous improvement and to participate fully in resolving issues to achieve and maintain quality standards relevant to role. Further information about a career with ACU is available at www.acu.edu.au.

Marketing and External Relations

The Marketing and External Relations Portfolio, under the direction of the Director of MER, encompasses Marketing and Communications, Student Recruitment and External Relations, and Strategy and Planning.

MER plays a key role in profiling and positioning ACU as a first choice among its diverse community and stakeholder groups, including potential students, Catholic and corporate partners, donors, alumni and staff. ACU strives to be an interactive and collaborative partner in the communities in which it operates.

MER at ACU provides a framework for building strong relationships between internal and external stakeholders with the capacity for this framework to expand, creating new opportunities and new ways to serve the community. MER at ACU is of mutual benefit to both the University and its external community, with its core aim to improve the position and reputation of the University while also connecting with and benefitting the wider community.

The Portfolio provides integrated services with a focus on relationship and brand development across the following areas: marketing, media, advertising, design, communications, alumni, student recruitment, fundraising, digital, external relations and events.

POSITION PURPOSE

The Senior Campaigns Manager is responsible for driving the development and implementation of customer acquisition campaign activity, delivering a superior customer experience that maximizes conversion and retention.

Working collaboratively with stakeholders within MER and across the organisation, this position will drive coordinated integrated marketing channels strategies to effectively reach and acquire prospective students.

POSITION RESPONSIBILITIES

- Develop and deliver integrated customer acquisition strategy, maximising conversion and retention of prospective students
- Drive the use of market, competitor, and channels insights to inform strategy
- Deliver segmented customer acquisition strategy that engages with ACU's target segments, nationally and within each campus region
- Align customer acquisition activity with the broader brand campaign to ensure consistent and effective engagement with ACU's target audiences
- Maintain knowledge of best practice approaches to acquisition marketing activity using a digital first (and mobile first) approach and an integrated channel mix
- Drive the day-to-day management and regular review of external agencies to ensure efficiency and productivity in the delivery of best practice solutions
- Manage budgets to ensure effective and strategic use of resources
- Collaborate with internal stakeholders to drive the use of all campaign assets across channels, working closely with channel owners and specialists
- Work with key marketing and faculty stakeholders to develop and deliver coordinated activity
- Manage production of campaign assets balancing agency and internal development
- Implement a methodology for monitoring and assessing the success of campaigns and developing actionable insights; reporting outcomes to drive evidence-based decision-making across ACU; and applying findings to shape future activities
- Develop and implement campaigns that build and reinforce the University's positioning within the marketplace, targeting internal and external stakeholders and the wider community
- Implement University policies that relate to the area for which the position is responsible; in particular those relating to equal opportunity, occupational health and safety, risk management, staff development, and staff performance planning and review
- Other duties as directed by management, commensurate with the scope and classification of the position.

KEY CHALLENGES AND PROBLEM SOLVING

- Drive a coordinated approach to the delivery of campaign activity
- Lead a digital first (and mobile first) approach to marketing activity
- Effectively engage key stakeholders in the delivery of campaign activity
- Implement evidence-led decision-making across marketing and communications activities.

DECISION MAKING/AUTHORITY TO ACT

- The position holder gives advice and recommendations to the Senior Executive Group and other areas of the University in regards to ACU campaign activity
- The position holder gives advice and recommendations on policy changes, as well as proposing new policies to optimise campaign activity
- The position holder has substantial autonomy in the day-to-day management of campaigns
- The position holder consults with internal and external stakeholders in support of ACU campaigns.

COMMUNICATION/WORKING RELATIONSHIPS

- The position holder works closely with the Brand Strategy Team and Digital Strategy Team and internal stakeholders including ACU's Senior Executive Group, faculties, institutes, directorates and business units
- The position engages with a wide range of external stakeholders
- The position holder supervises and oversees the work of external suppliers as required
- The position holder is responsible for communicating policies, procedures, initiatives, and direction in the context of brand, consistent with the ACU brand and Mission to the general ACU staff.

REPORTING RELATIONSHIPS



LEADERSHIP COMPETENCIES

The identified leadership competencies to perform effectively in the role, along with the required technical skills, knowledge and experience, will be used to assess the staff member's suitability for the role.

Preserves our Essential Character

Displays Integrity	Delivers Excellence	Demonstrates Interpersonal Understanding
Demonstrates confidence and courage in achieving ACU's Mission, Philosophy and Values. ☐ 1. Acts in a manner consistent with ACU Mission, Philosophy and Values ☐ 2. Acts on ACU Values even when it is hard to do ☒ 3. Acts on ACU Values even when significant cost or risk is associated with doing so ☐ 4. Creates an environment that nurtures integrity in others and the achievement of ACU's Mission, Philosophy and Values	Takes personal accountability for achieving high quality outcomes. ☐ 1. Takes accountability for delivering results ☐ 2. Acts to make incremental improvements ☒ 3. Sets and works towards stretch goals ☐ 4. Takes calculated risks	Actively listens to understand others' thoughts, feelings and concerns. ☐ 1. Listens and responds appropriately to others ☐ 2. Shows genuine interest in others ☒ 3. Understands and anticipates others' emotions ☐ 4. Develops a deep understanding of others

Works Collaboratively

Works in Teams	Leads and Develops Others	Influences Effectively
Sees the benefit of collaboration and works cooperatively across ACU to deliver shared goals. ☐ 1. Co-operates ☐ 2. Seeks input ☐ 3. Collaborates ☒ 4. Builds a collaborative environment	Energises and develops ACU staff. Creates a climate in which our staff want to do their best. ☐ 1. Provides clarity ☐ 2. Enables the team to function effectively ☒ 3. Engages and empowers the team ☐ 4. Communicates a compelling vision and sense of purpose	Gains the support of others for courses of action that benefit the University. ☐ 1. Communicates based on facts and logic ☐ 2. Tailors approach to the audience or situation ☒ 3. Influences others using appropriate communication strategies ☐ 4. Uses complex influencing strategies

Leads our Future Success

Displays Business Acumen	Demonstrates Confidence	Leads Change
Recognises that ACU is a business and seizes opportunities to improve the commercial viability of the University. ☐ 1. Understands the importance of commercial success ☐ 2. Demonstrates some awareness of commercial implications ☒ 3. Focuses on commercial outcomes ☐ 4. Creates new commercial opportunities for ACU	Displays the inner confidence to take risks and make timely and effective decisions. Shows confidence in own judgment and actions. ☐ 1. Acts confidently ☐ 2. Displays self-belief ☒ 3. Stands up for own views ☐ 4. Shows great courage	Displays openness and resilience to change, inspires others to change and acts to make change happen. ☐ 1. Accepts and understands change ☐ 2. Adapts working practices ☒ 3. Advocates for change ☐ 4. Prepares the ground for change

SKILLS, KNOWLEDGE AND EXPERIENCE (SELECTION CRITERIA)

Essential

1. Postgraduate qualifications in marketing, communications, business or a related area or an equivalent combination of relevant experience and/or education/training
2. Experience in developing and implementing customer acquisition campaign activity nationally with consideration to regional nuances, maximizing customer conversion and retention
3. Demonstrated experience in managing the use of external agencies and internal expertise to deliver on integrated marketing campaigns
4. Experience in setting and managing budgets
5. Demonstrated ability to engage effectively with stakeholders; communicate and collaborate with peers to deliver results; and influence and energise others
6. Demonstrated understanding of and experience with current and emerging marketing channels
7. Demonstrated ability to generate actionable insights from available data, report insights, and drive evidence-based decision-making within and beyond the team; and experience in commissioning, overseeing, reporting, and using market research
8. Awareness of ACU's mission and Catholic ethos and a demonstrated understanding of how this role serves the mission
9. Commitment to cultural diversity and ethical practice principles, and demonstrated knowledge of equal employment opportunities and workplace health and safety, appropriate to the level of the position.

Desirable

1. Demonstrated ability to lead a geographically dispersed team.

NB Local and interstate travel and some weekend and evening work is required.