# Senior Executive, Digital Marketing

| | |
|---|---|
| **School/Unit** | Marketing and Future Students |
| **Sub-Unit** | Marketing Unit |
| **Classification** | HEW 6 |
| **Employment Type** | Fixed Term ( 12 months) |
| **Work location** | Bandar Sunway, Malaysia |
| **Date document created or updated** | 17 November 2017 |

## Organisational context

Established in 1998, Monash University Malaysia is the third largest campus of Australia's largest university. We carry with us the distinction of being the Malaysian constituent of a premier research intensive Australian university ranked among the top 100 universities in the world, and a member of Australia's prestigious Group of Eight (Go8). From humble beginnings, Monash Malaysia has grown in stature, and is now recognised as a leader in the international higher education sector in Malaysia.

We play a distinctive part in Monash's ambitious vision to be a modern and global international university, leveraging on our location in one of the region's industrial hotspots to serve as Monash's platform for scholarly engagement with Southeast Asia and beyond. We strive to address the social, political and economical challenges of today, and to translate our research into real world impact.

As a self-accrediting University, we attract students not just from Malaysia, but from all over the world. Approximately 8,000 students representing more than 70 nationalities are currently enrolled at Monash Malaysia, and enjoy a quality academic experience.

Since our inception, Monash Malaysia has built a reputation for quality, credibility and integrity, and is held in high esteem by our students, alumni, industry and government. We encourage critical thinking to help discover new ideas, reveal new perspectives and devise solutions. We maintain a long and proud tradition of excellence in education, combined with liberal values of enquiry, providing a fertile environment for bright young minds to flourish, and life-long opportunities for those wishing to enhance their education and career.

For further information see: www.monash.edu.my.

The Marketing Department leads the promotion of the University's brand, program and research strengths to the internal and external community, including prospective undergraduate and postgraduate students and to manage the communications and positioning of the University. The Digital Marketing Executive will assist the Digital Communications Manager in managing and implementing strategic online communication with the aim to enhance the profile of the university.
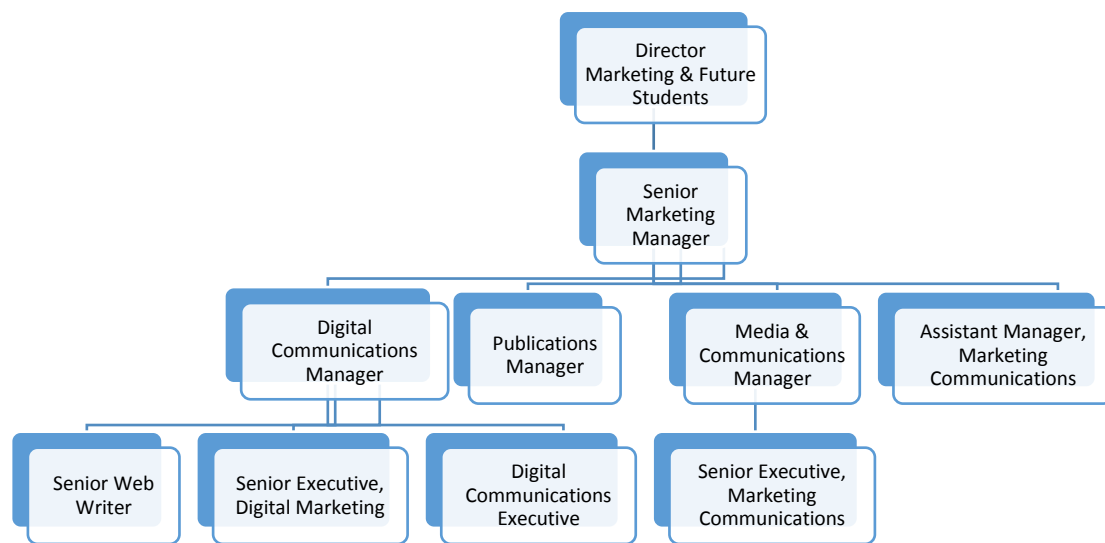
## Position purpose

The position reports to the Digital Communications Manager and works closely with the Senior Web Writer and Marketing Communications unit within the Marketing and Future Students team. The position is also required to develop and maintain excellent working relationships with schools and other units on campus. The role is to provide assistance in completing the web revamp and rewriting project, migration of web contents and digital marketing campaigns.

## Key result areas and responsibility

1. Rewrite, review and populate new contents across Monash Malaysia website and its sub-sites

   - Check and correct all written communications for grammar, sense and literals, style, consistency and spelling
   - Understanding the target audience and generating original and effective copy ideas to grab their attention
   - Working with creative teams to ensure that the visual elements of the webpage complement the words.
   - Ensuring content complies with the University's tone of voice, web style guide, legal and compliance
   - And most importantly, writing clear, concise and grammatically correct copy

2. Contribute to the overarching marketing strategy, as it pertains to video and photo, by providing guidance on current/upcoming digital marketing trends

3. Produce engaging, high-quality video content to support marketing campaigns and working with the Marketing and Creative development team to maintain ongoing strategic roll out of video content on social media platforms

4. Assist in the migration of web contents for web refresh project

5. Continually work with Senior Web Writer on optimising web content for search

6. Other ad-hoc duties as and when required such as social media coverage, marketing events, or photography at events

# Key selection criteria

1.  Must possess at least a Diploma/Advanced Diploma/Degree in Marketing/ Communications/ Journalism or equivalent
2.  Good command in spoken and written Mandarin, English and Bahasa Malaysia
3.  Minimum of 3 years' experience in relevant field
4.  Have experience with direct response and translating marketing and business information into compelling copy
5.  Knowledge of how to tell a story using words and an understanding of how to create engaging content
6.  Have previous experience in Video Marketing or Advertising
7.  Self-motivated, efficient, multi task and able to work well under pressure to meet tight deadlines within short time constraints
8.  Basic knowledge of HTML and have experience with popular content management systems (Drupal, Joomla, Wordpress, etc.)
9.  Creative with good attention to detail.

# Other job related information

- Travel to other education institutions to collate market information, if required.
- This position may be required to work on-call from Marketing and Future Students for matters pertaining to the website.
- May be required to work out of work hours and possibly light travelling with recruiters.