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| **Position Description** |

**Position Title Senior Direct Marketing Analyst**

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| **Position No:** | NEW |
| **Organisation Unit:** | Marketing Operations, Marketing & Engagement |
| **Campus/Location:** | Melbourne (Bundoora) |
| **Classification:** | Higher Education Officer Level 6 |
| **Employment Type:** | Fixed Term |
| **Position Supervisor:**  **Number:**  **Reports positions:**  **level:** | Manager Online Marketing  50025253  0 reports |
| **Other Benefits:** | <http://www.latrobe.edu.au/jobs/working/benefits> |

Further information about:

La Trobe University - <http://www.latrobe.edu.au/about>

Jobs at La Trobe - <http://www.latrobe.edu.au/jobs>

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**Position Context / Purpose**

The Marketing and Recruitment Division plays a key role in the development of customer growth and stakeholder engagement strategies across all available markets and channels including domestic, regional, international markets and online.

This role sits within Digital Marketing and Customer Engagement team within the Marketing Operations unit. The team is responsible for planning, optimisation and management of digital marketing activities. With the effective conversion of customers critical to the commercial success of the organisation, an opportunity has arisen for an analyst in the Online Marketing team. The successful applicant will play a pivotal role in tracking and reporting on the effectiveness of campaigns, providing actionable recommendations for optimization with the focus on assisting the business with understanding user activity, conversion, sales and abandonment.

The primary purposes of this position are to:

* Play a lead role in gathering, analysing, and reporting on marketing campaign data
* Continuously measure and optimize visitor behavior on digital channels, leveraging data and technology
* Collaborate with various stakeholders to provide actionable optimization, collection recommendations and strategies
* Contribute insights to planning and optimisation of direct marketing campaigns across a variety of channels
* Produce regular reports on campaign activity and progress towards goals, including recommendations for optimisation.

The successful applicant will will possess attributes including:

* a high level of attention to detail
* high-level robust analytical skills
* a strong work ethic, demonstrated through initiative and pro-active problem solving

**Key Areas of Accountability**

1. Gather and utilise customer data to deliver insights that provide in-depth understanding of customers.
   1. Analyse data from a range of sources to formulate and present actionable recommendations that will help drive best-in-class user experience and campaign performance.
   2. Contribute to the development of relevant key performance indicators (KPIs): actively monitor workflows and feedback to ensure that the performance is optimised.
   3. Understand the customer journey within a higher education context and develop standardized reports and dashboards that combine data from a range of sources.
2. Contribute to and recommend measurements, strategies, and reporting using data to drive informed business decisions: develop customer and business insights that will improve customer omni-channel experience and deliver business objectives.
3. Report campaign activity and progress towards goals:
   1. Interpret data, identify key findings, and make results-based recommendations with the goal of delivering relevant timely customer contact
   2. Develop dashboards and utilize data visualization tools
   3. Communicate opportunities for growth and innovation
   4. Maintain and support data integrity/validation
   5. Identify gaps in the current data capture strategies and collaboratively implement enhancements
4. Conduct post-campaign analysis, identify issues and provide evidence based recommendations for future campaign executions. Provide analysis on expected campaign results based on data.
5. Provide stakeholders with expert advice around optimizing customer contact and to ensure best practices in metrics and decision making.
6. Maintain an awareness of competitive information and key industry trends to provide context for branded website performance.
7. Under direction, coordinate projects for reporting and data improvements/visualization projects.
8. Coordinate tagging of campaign content and functionality, tracking parameter implementations.
9. Contribute to the production, design, and set up of email, SMS, and landing page campaigns within the University’s marketing automation system.
10. Provide ad hoc support for other projects and tasks as required by the Manager Online Marketing.

**Key Selection Criteria**

**ESSENTIAL**

1. An undergraduate degree in Business, Marketing, Data Science, Statistics or relevant field with 2-3 years subsequent experience; or an equivalent alternate combination of relevant knowledge, training and/or experience.
2. Sound knowledge of analytical or database software, particularly CRM, Google Analytics, marketing automation and/or business intelligence systems: experience with such systems within a large complex organisation.
3. Demonstrable experience with assessing and conducting analysis, presenting results and making recommendations through briefings, presentations or written reports, to facilitate the interpretation of issues and to support decision making.
4. Experience with data visualization tools and other marketing/data intelligence software tools. Advanced skills in the use of Microsoft Excel.
5. Sound understanding of experimental design principles and their application to campaign measurement.
6. Excellent written and oral communication skills and attention to detail. Experience with stakeholder management: ability to liaise effectively with colleagues at all levels, and to present analytical findings in a commercial manner.
7. Ability to independently manage multiple, concurrent analytical projects and monitor performance against operational timelines, standards and objectives. Demonstrated high level organizational and problem solving skills.
8. Well developed understanding of relevant state, federal and international spam, privacy and consumer and competition legislation.
9. Ability to work effectively as part of a team.

**DESIRABLE**

1. Experience with the use of analytics functions of customer relations management (CRM) and marketing automation (preferably Marketo) software.
2. Previous experience in the higher education sector.

**La Trobe Cultural Qualities**

Our cultural qualities underpin everything we do. As we work towards realising the strategic goals of the University we strive to work in a way which is aligned to our four cultural qualities:

* We are Connected:  We connect to the world outside — the students and communities we serve, both locally and globally.
* We are Innovative:  We tackle the big issues of our time to transform the lives of our students and society.
* We are Accountable:  We strive for excellence in everything we do. We hold each other and ourselves to account, and work to the highest standard.
* We Care:  We care about what we do and why we do it. We believe in the power of education and research to transform lives and global society. We care about being the difference in the lives of our students and communities.