

Position Description

Senior Digital Marketing Officer



Details

Area	Deputy Vice Chancellor Academic Portfolio
Team / School	Faculty of Health/Faculty Services
Employment	Full-time (36.75 hours per week) and Fixed Term to December 2023
Location	Melbourne Burwood Campus
Classification	HEW 7
Manager Title	Manager, Research

Deakin

Deakin is a Victorian university with a global impact. We are agile and innovative, and committed to making a positive impact through our excellence in education and research and the contributions we make to the wider community.

Our reputation has been built on the dedication and expertise of our staff. We offer a dynamic, diverse and inclusive working environment with opportunities to grow and develop careers. We believe that a progressive, thriving culture will ensure people choose to come, and stay at Deakin and contribute to our ongoing success.

As one of Australia's largest universities, Deakin has strong global linkages, world-class research and an education portfolio that blends the best of campus and digital delivery into a highly supportive and personalised student experience.

We offer outstanding education founded on the experience we create for our learners and guided by graduate outcomes for successful lives and careers. We undertake globally significant discovery research that benefits our communities through the innovative translation of our ideas into new services, products, policies and capabilities.

Deakin campuses sit on Wadawurrung, Wurundjeri, and Eastern Maar Countries, and the University acknowledges, values and deeply respects its connection with the Traditional Custodians and Elders past and present of these lands and waterways. Deakin is the most popular university destination in Victoria for Aboriginal and Torres Strait Islander students and has a rich history of supporting the ambitions of First Nations students, including through the NIKERI Institute (formerly the Institute of Koorie Education).

At Deakin we value diversity, embrace difference and nurture an inclusive, safe and respectful community. Deakin is an Employer of Choice for Gender Equality, a SAGE Athena SWAN Bronze Award holder, seeking gender equity for Women in STEMM, and a Silver Award holder in the Australian Workplace Equality Index for LGBTQ inclusion. We strongly encourage applications from Aboriginal and Torres Strait Islander people and people of all cultures, abilities, sexualities and genders.

[Strategic Plan – Deakin 2030: Ideas to Impact](#)

[Benefits of working at Deakin](#)

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Overview

Coordinate, write and edit marketing content across print and digital channels, including; social media content management and course content development that supports the delivery of marketing and communications strategies designed to contribute to the effective recruitment of prospective students.

The Faculty of Health conducts world-class research by improving health and social outcomes and reducing inequalities across the life-course in the communities we serve. This position provides support to the Manager, Research and Associate Dean (Research) with marketing and communication activities to support implementation of the Faculty of Health Strategic Plan and the Faculty's research direction and brand.

Accountabilities

- Distil the core issues from complex information, draws accurate conclusions and condense complex information and next steps into simple concise terms that others can understand
- Consult a diverse range of stakeholders and experts, not immediately involved, to gain a broader and deeper understanding of a specific issue
- Plan and prioritises work and critical activities appropriately and recognises barriers to achieving outcomes, finds effective ways to deal with them and evaluates progress
- Strive for excellence and establish short to mid-term operational plans to meet Deakin's strategic priorities
- Challenge existing processes by formulating creative and inclusive alternative solutions and benefits
- Develop research focused promotional materials including digital and print collateral such as brochures, flyers, postcards, presentations, or advertising graphics. Ensuring all artwork and designs are on-brand and in line with the University's brand guidelines and all digital collateral is created in an accessible format.
- Maintain the list of research rankings, interpreting and communicating successful research rankings and projects across the relevant areas of the University ensuring their use as part of reputational, engagement or course specific promotional activities.
- Manage the Facebook and Twitter accounts for Faculty of Health's research promotion and clinical trial recruitment. Maintain and implement content strategies for social media channels, monitoring and optimising all posts and campaigns.

Relationships

- **Internal relationships:** Faculties, Schools and Institutes, Research Manager and Faculty Research Administration Team, FOH Research & HDR Support, Deakin Research and Marketing Division
- **External relationships:** External agencies such as the University's external media buying agency

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Selection

Qualifications and experience

- A Degree with at least 4 years subsequent relevant experience; or
- Extensive experience and management expertise in technical or administrative fields; or
- An equivalent combination of relevant experience and/or education/training
- Knowledge of the digital marketing landscape and content requirements for each media channel
- Experience in adapting complex information and ideas for a variety of audiences and channels
- Experience writing content that aligns with brand, style and tone of voice requirements
- Extensive experience copywriting and editing content across print, digital and social marketing channels.
- Experience across various social media platforms, including content management, analysis and performance optimisation
- Understanding of EDM/promotional email development.

Capabilities

- **Creating and Innovating:** Explores concepts and insights generates new ideas and a range of innovative solution
- **Learning Agility:** Learns from experiences; applies learnings to perform successfully in new situations
- **Planning and Organising:** Plans, analyses, and co-ordinates the delivery of projects while balancing priorities and resources
- **Analysis and Problem Solving:** Sources relevant information; identifies problems, and offers sustainable, practical solutions
- **Digital Literacy:** Interprets and distils information; produces clear communications through a variety of digital platforms
- **Consulting and Advice:** Provides expert and valued advice; supports the achievement of outcomes for stakeholders

Special Requirements

- Working with Children Check (refer to Recruitment Procedure)

Note

The intention of the position description is to provide an outline of scope and responsibilities, at a point in time. Please note, responsibilities may evolve in accordance with organisational needs.