

Marketing Automation Officer

Brand and Performance Marketing Group
Division of Marketing and Communication

Classification	Level 6
Delegation Band	Delegations and Authorisations Policy (see Section 3)
Hours per Week	35
Nature of Employment	Continuing
Workplace Agreement	Charles Sturt University Enterprise Agreement
Date Last Reviewed	19 November 2019

Our University Values



Our Core Competencies

Charles Sturt University (CSU) staff are expected to demonstrate the following competencies:

Set Direction and Deliver Results

- Creating and innovating.
- Delivering results and meeting customer expectations.
- Entrepreneurial and commercial thinking.

Collaborate with Impact

- Relating and networking.
- Working with people.
- Persuading and influencing.

Lead Self and Others

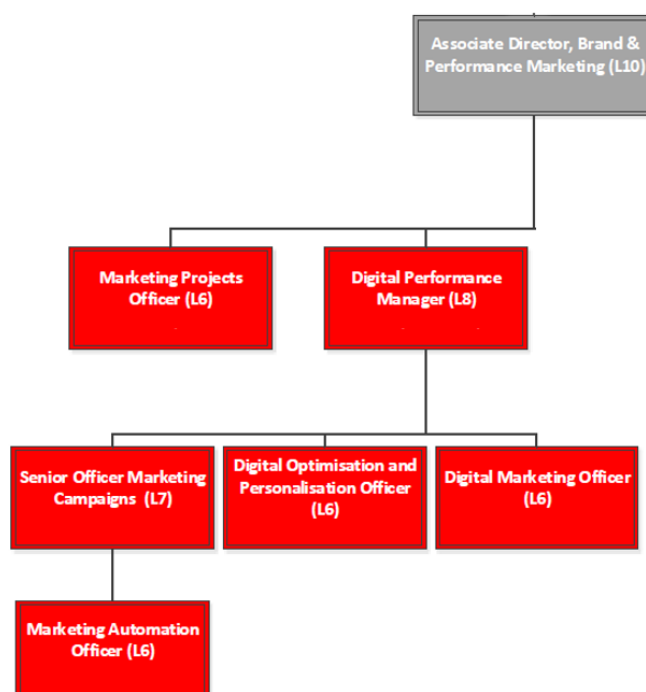
- Adhering to principles and values.
- Deciding and initiating action.
- Adapting and responding to change.

Division of Marketing and Communication

The Division of Marketing and Communication plays a lead role in positioning Charles Sturt University as the dominant higher education provider in our regions. The function is forward-thinking and results-driven and is comprised of a Market Strategy and Partnering Group, Brand and Performance Marketing Group and Sales and Customer Experience Group. The Division's overarching purpose is to work with partners to create a transformational brand promise, product portfolio and experience that work to attract and engage students, staff, alumni and community.

Professional behaviours important to the Division include: Respect; Integrity; Accountability; Openness and Transparency; Responsiveness; and Collegiality.

Organisational Chart



Reporting Relationships

This position reports to: Senior Officer, Marketing Campaigns

This position supervises: N/A

Key Working Relationships

- Content Marketing Team
- Division of IT, particularly CRM and web development
- Marketing Business Partner (Faculty) Team
- Digital Marketing Team
- Sales and Customer Experience Team
- Web Office

Position Overview

The Marketing Automation Officer is responsible for the coordination and execution of direct marketing initiatives in support of the broader brand and course student recruitment campaigns, with a particular focus on analytics, reporting, innovation and data-driven marketing capabilities.

Principal Responsibilities

- Coordinate multi-channel, end-to-end, integrated campaigns, including but not limited to email, SMS, landing page and form, briefing, set-up, scheduling, testing, and deployment of one-time, recurring, triggered and dynamic content-driven campaigns, in line with the student recruitment strategy.
- Ensure digital marketing campaigns/email communications meet client communication needs and are aligned with CSU brand and style guidelines.
- Build code in HTML/CSS/JS, deploy and track campaign performance along with the development of campaign dashboards.
- Utilise frameworks and processes for automated customer programs, i.e. Outbound, Email Remarketing and Lifecycle, including the development of audiences for digital remarketing across the customer lifecycle.
- Ensure appropriate and consistent tracking is used in all communications to deliver accurate reporting.
- Collaborate with the various stakeholders to set campaign measurement to optimise and deliver successful campaigns.
- Evaluate and report on campaign outcomes, making recommendations to improve processes and content.
- Educate and create documentation “how-to-guides” on best practice in direct marketing campaigns.
- Build strong relationships with staff involved in marketing and communications across the University and also with external stakeholders and suppliers.
- Actively contribute to a team environment that fosters and develops effective working relationships and collaborative work practices.
- Other duties appropriate to the classification as required.

Physical Capabilities

The incumbent may be required to:

- Work in other environments beyond the Division such as other campuses as well as possible car and air travel. It will include work with a diverse range of staff, students and community members.
- On occasion drive a university vehicle distances up to 500kms per day within the terms of the University's Driver Safety Guidelines and Policy available at <https://policy.csu.edu.au/document/view-current.php?id=184>.

Selection Criteria

Applicants are expected to address the selection criteria when applying for this position.

Essential

- A. A relevant degree, preferably in marketing or a relevant field, normally with 2 or more years' subsequent relevant experience in a marketing environment; or extensive experience (e.g. an Associate Diploma with at least 4 years' subsequent relevant experience), leading to either the development of specialist expertise or to the development of broad knowledge, in technical or administrative fields; or an equivalent level of knowledge gained through any other combination of relevant education, training and/or experience.
- B. Demonstrated experience in using CRM and marketing automation platforms to successfully plan, implement and analyse complex outbound marketing campaigns, within established brand guidelines.
- C. Experience in using CMS, CRM, segmentation, alpha/beta (A/B) testing, message optimisation and related analytics to create digital marketing assets and deliver innovative and effective direct marketing campaigns.
- D. Demonstrated experience writing and editing HTML, CSS and JavaScript, with an understanding of SQL queries to assist with identifying integration issues and sourcing solutions.
- E. Demonstrated research, analytical and problem-solving skills, and the capability to source solutions and provide advice to achieve goals and meet deadlines.
- F. Excellent communication skills and customer service skills, including high-level interpersonal skills in order to establish and maintain good working relationships both internal and external.

Desirable:

- G. Experience with Marketo and / or Adobe Campaign, Microsoft Dynamics, and Adobe Analytics

Information for Prospective Staff

Your Application

E-recruitment is the method by which CSU manages its recruitment processes and it is preferred that all applications be lodged using this method. Please refer to www.csu.edu.au/jobs/.

If intending applicants are unable to access this website, please contact the HR Service Centre on 02 6338 4884.

Staff Benefits

CSU is committed to providing an employment environment that fosters teamwork, innovation, reflective practice, continual learning, knowledge sharing and opportunities for staff to achieve their full potential. CSU is committed to providing a flexible working environment that encourages employees to live a balanced lifestyle, combining work and family responsibilities.

To find out more: <http://www.csu.edu.au/jobs/working-with-us/benefits-and-rewards>.

Essential Information for Staff

- All employees have an obligation to comply with all the University's work, health and safety policies, procedures and instructions and not place at risk the health and safety of any other person in the workplace;
- All employees are required to be aware of and demonstrate a commitment to the principles of equal opportunity in the workplace;
- All employees are to ensure the creation and maintenance of full and accurate records of official University business adheres to the University's Records Management Policies; and
- All employees are expected to undertake an induction program at commencement.

Further information regarding the policy and procedures applicable to Work, Health and Safety and Equal Opportunity can be found on the CSU website <http://www.csu.edu.au/division/hr/>.

Further information regarding the policies and procedures of CSU can be found in the CSU Policy Library at <https://www.csu.edu.au/about/policy>.

The following links are listed from the [CSU Policy Library](#) on relevant specific policies:

- [Code of Conduct](#)
- [Staff Generic Responsibilities Policy](#)
- [Delegations and Authorisations Policy](#)
- [Outside Professional Activities Policy](#)
- [Intellectual Property Policy](#)