# POSITION DESCRIPTION

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| **Position:** | **Performance Media Specialist** |
| **Work Area:** | Marketing and Communications (MC) |
| **Classification:** | Level 7 |
| **Supervisor:** | Manager, Digital Marketing |

**VISION**

To become Australia's premier regional university.

**MISSION**

Enriching our regions, connecting with our communities and creating opportunities for all.

**VALUES**

At UniSC we will:

- Advocate for equitable access to education and knowledge
- Recognise and embrace diversity and inclusion
- Champion environmental sustainable principles and practices
- Commit to fair and ethical behaviour
- Respect our people, our communities, and their potential
- Be accountable to ourselves and each other
- Strive for excellence and innovation in all that we do

**OVERVIEW OF MARKETING AND COMMUNICATIONS**

The Marketing and Communications department (M&C) develops and implements integrated marketing and communications strategies that aim to grow enrolments and strengthen the University's national and international reputation. A fast-paced and deadline-driven environment, our highly specialised teams play a key role in helping the University achieve its strategic goals.

The function is split in to five specialised teams who work together to contribute to the university's efforts to build reputation and recruit students. These five teams include:

1. Events & Partnerships
2. Strategic Communications
3. Marketing Strategy & Services
4. Future Students
5. Digital Marketing

**PRIMARY OBJECTIVES OF THE POSITION**

1.   Develop and manage tagging strategies for accurate data collection.
2.   Leverage first-party data for targeted audience segmentation.
3.   Use advanced analytics to measure and report on campaign performance.
4.   Activate data-driven marketing campaigns within customer database platforms.
5.   Ensure seamless integration of marketing efforts with digital advertising initiatives.

## NATURE AND SCOPE OF THE ROLE

The Performance Media Specialist is responsible for optimising the technical aspects of UniSC's digital marketing efforts. Working under the broad direction of the Digital Marketing Manager, this role involves developing and instrumenting tagging strategies for accurate data collection, leveraging first-party data to create targeted audience segments, and using advanced analytics to measure and report on campaign performance.

Additionally, this individual is part of a small team who will support the activation of data-driven marketing campaigns within customer database platforms, and wider digital advertising initiatives. This position requires deep technical knowledge of tag management, data privacy, CRM systems, and digital ad platforms, combined with strong analytical and communication skills to enhance marketing effectiveness and drive business results.

## KEY ACCOUNTABILTIES OF THE POSITION

1.  Tagging and Data Management:
    a.   Develop and implement advanced tagging strategies across various digital platforms to ensure accurate tracking and data collection.
    b.   Manage and optimise tag management systems to streamline data flows and integrations.
    c.   Ensure compliance with data privacy regulations and best practices in tagging and data management.
2.  First-Party Data Utilisation:
    a.   Leverage first-party data to build and optimise audience segments for targeted digital advertising campaigns.
    b.   Work closely with data engineering and IT teams to enhance data collection processes and storage.
    c.   Develop strategies to integrate first-party data with third-party data sources to enrich audience insights.
3.  Analytics and Reporting:
    a.   Design and implement comprehensive analytics frameworks to track and measure the performance of digital marketing campaigns.
    b.   Utilize advanced analytics tools to generate actionable insights and performance reports.
    c.   Provide detailed performance analysis and reporting to key stakeholders, highlighting trends, opportunities, and recommendations for areas of improvement.

4.  Activation within Customer Database Platforms:

      a.   Activate data-driven marketing campaigns within customer database platforms to ensure personalized and effective customer engagement.

      b.   Collaborate with CRM teams to synchronize marketing efforts with customer lifecycle stages and behaviours.

      c.   Optimise the use of customer database platform audiences and integrations for use within the wider digital advertising initiatives.

5.   Digital Advertising:

      a.   Plan, execute, and optimise performance media campaigns across multiple digital channels, including search, social, display, and programmatic.

      b.   Utilise ad platforms to set up, monitor, and optimise campaigns based on performance metrics.

      c.   Stay updated with the latest digital advertising trends, tools, and technologies to ensure cutting-edge campaign execution.

6.   Contribute to a positive and safe work environment for you and others, by modelling and promoting conduct that is culturally capable, inclusive, respectful, and ethical.

## KNOWLEDGE SKILLS AND EXPERIENCE NECESSARY

Applicants need to demonstrate they meet the following **Selection Criteria**:

1. Bachelor's degree in Marketing, Computer Science, Data Analytics, or a related field with a minimum of 5 years of experience in digital marketing with a focus on technical performance media, tagging, data analytics, and customer database platforms.
2. Proficiency in tag management systems and digital analytics tools.
3. Strong knowledge of data privacy regulations and best practices.
4. Experience with CRM platforms and customer database management.
5. Exceptional analytical skills with the ability to interpret complex data sets and generate actionable insights.
6. Excellent verbal and written communication skills to convey technical concepts to non-technical stakeholders.
7. Strong problem-solving skills with a proactive approach to identifying and resolving technical issues.
8. Ability to work independently and as part of a collaborative team.
9. Strong project management skills with the ability to prioritize and manage multiple tasks simultaneously.

Additionally, in accordance with UniSC's Staff Code of Conduct – Governing Policy, all staff are expected to display professional behaviour, communicate respectfully, and perform their duties responsibly.

A position description is not intended to limit the scope of a position but to highlight the key aspects of the position. The requirements of the position may be altered in order to meet the changing operational needs of UniSC.

***UniSC is committed to creating a work and study environment that values diversity, facilitates equitable access and full participation.***