

Position Description

Manager, Marketing Technology



Details

Area	Futures
Team / School	Marketing & Recruitment
Employment	Full-time (36.75 hours per week) and continuing
Location	Flexible
Classification	HEW 9
Manager Title	Director, Digital Marketing

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](#)

Position Description

Manager, Marketing Technology



Overview

The Manager, Marketing Technology is responsible for the implementation, adoption and continuous improvement of Marketing Technology (MarTech) in the Marketing & Recruitment Division. Leads the Marketing Division's Digital Enablement strategy and the design and development of Deakin's MarTech infrastructure and its supporting data architecture based on Deakin's digital strategy and campaign objectives. Engages with units across Marketing & Recruitment to onboard them onto MarTech platforms and enable them to adopt best practice data driven marketing techniques, such as automated outbound nurture flows and personalised web user journeys. Continuously improves the MarTech stack by onboarding new platforms, features and data sets. This role will lead a team of marketing automation specialists and a Producer to drive continuous improvement of data driven marketing techniques across the Marketing & Recruitment Division and showcase the value of these techniques by delivering growth in applications to Deakin.

Accountabilities

- Lead the Marketing and Recruitment Digital Enablement strategy across a range of projects such as data integration, implementing new platforms, establishing new nurture journeys and enabling teams to utilise MarTech platforms
- Analyse problems, weigh up a range of options to identify accessible and inclusive MarTech solutions and translate complex issues into clear and understandable goals and targets for Deakin
- Work with business stakeholders and technology teams to understand business strategy and translate into action plans for MarTech solutions
- Conceptualise local plans in alignment with University strategies and monitor program progress and risks, adapts personal and team priorities and plans as required
- Provide training, best-practice guidance, and enablement for teams to adopt data driven marketing techniques
- Develop a network of useful contacts within Deakin and integrate perspectives held within different areas of the University and puts plans in place to build collaboration and develop common goals
- Actively engage and enable collaboration across teams and with a diverse range of stakeholders to negotiate inclusive and accessible solutions and achieve strategic goals
- Actively encourage and coach others to question traditional assumptions, promotes ideas and review practices and policies and translate into workplace improvements
- Develop, maintain and use a variety of systems, processes, diverse range of people and sources to gather information and gain deeper understanding and make critical strategic decisions
- Establish systems and procedures to guide work and track progress and strive for excellence and continually evaluate progress and effectively overcomes barriers to achieve outcomes
- Use accepted theory and practices to develop and deploy continuous improvement actions to ensure implementation of continuous improvement strategies in own work area
- Act as a coach and work with team members to facilitate growth and development by giving balanced, constructive feedback considering individual capability and team performance, in alignment with Deakin's code of conduct and core university strategies and policies that promote a safe, sustainable and productive working environment.

Relationships

- **Internal relationships:** Digital Marketing, International Marketing, Prospective Student Enquiry Centre, Market Insights, Brand and Communications, Web Channel Marketing, Digital Services.
- **External relationships:** Agency partners.

Position Description

Manager, Marketing Technology



Selection

Qualifications and experience

- Postgraduate qualifications or progress towards postgraduate qualifications and extensive relevant experience; or
- An equivalent combination of relevant experience and/or education/training (*marketing, IT, software development, or other related areas*)
- Experience in MarTech implementation and enablement
- Certification or equivalent experience in Salesforce CRM
- Experience in the application of digital technologies in a marketing environment and digital marketing campaigns
- Experience as a program or project manager of a digital, data or technology project

Capabilities

- **Creating and Innovating:** Based on marketing objectives can define and execute on MarTech platform requirements. Drawing on data, generate insights and new ideas to develop innovative solutions that will increase leads and quality of data on leads
- **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 achievement of outcomes for stakeholders

Special Requirements

- Infrequent work outside business hours is required (e.g., work at evening or weekend events is required)
- 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.