

Position description

Position title:	Product Marketing Specialist
School/Directorate/VCO:	Marketing
Campus:	Mt Helen, Berwick or Gippsland campus. Travel between campuses may be required.
Classification:	Within the HEW Level 7 range
Employment mode:	Continuing appointment
Probationary period:	This appointment is offered subject to the successful completion of a probationary period.
Time fraction:	Full-time
Recruitment number:	849276
Further information from:	Ms Liz Quinn, Director, Marketing Telephone: (03) 5327 6351 E-mail: coo@federation.edu.au
Position description approved by:	Mr John Blair, Chief Operating Officer, Chief Operating Office

This position description is agreed to by:

Employee name

Signature

Date

The University reserves the right to invite applications and to make no appointment.

Warning: uncontrolled when printed.

Authorised by: Director, Human Resources
Document owner: Manager, HR Shared Services

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Position summary

The Product Marketing Specialist is a role dedicated to supporting the strategic marketing and student recruitment requirements of Federation University Australia. The Product Marketing Specialist will have a sophisticated level of understanding related to the University's broad course/program offerings, areas of research expertise and graduate outcomes.

The Product Marketing Specialist will use this knowledge and expertise to liaise and work closely with the Schools, Research and Innovation portfolio and members of the Marketing Team to develop, implement, monitor and evaluate a range of marketing and student recruitment related products and activities.

The Product Marketing Specialist will be required to travel between our Victorian campuses as well as work nights and weekends from time to time to attend student recruitment and other related events.

Key responsibilities

1. In collaboration with the Director, Marketing, coordinate the development of a succinct marketing plan which supports each School and the Research and Innovation portfolio of the University's student recruitment and reputation building objectives, taking into account each areas specific business objectives and performance targets.
2. Provide specialist advice and contribute to the implementation of the marketing plans for each of the Schools and Research and Innovation portfolio areas including delivering marketing campaigns consistent with University branding guidelines.
3. Develop and maintain an on-going sophisticated level of knowledge regarding the course offerings, areas of research expertise and graduate outcomes of each School and the Research and Innovation portfolio.
4. In collaboration with relevant stakeholders, develop and implement strategies which optimise communications to reach target audiences through multiple media channels and networks.
5. Coordinate and direct marketing content through the digital channels of the University website, social media and other digital media platforms so that it is timely and effective.
6. Coordinate and oversee student recruitment events in an efficient and effective manner which reflect key University messages within allocated budgets and timeframes.
7. Attend and participate in student recruitment events and activities and supervise casual staff when required.
8. Provide detailed reporting on projects such as conversion data, SEO/SEM performance, google analytics, and competitor analysis; and provide insight and analysis in determining success and guide future planning.
9. Reflect and embed the University's strategic purpose, priorities and goals when exercising the responsibilities of this position. For a more complete understanding and further information please access the Strategic Plan at: <https://federation.edu.au/about-us/our-university/strategic-plan>.
10. Undertake the responsibilities of the position adhering to:
 - The Staff and Child Safe Codes of Conduct and Conflict of Interest Policy and Procedure;
 - Equal Opportunity and anti-discrimination legislation and requirements;
 - the requirements for the inclusion of people with disabilities in work and study;

- Occupational Health and Safety (OH&S) legislation and requirements; and
- Public Records Office of Victoria (PROV) legislation.

Level of supervision and responsibility

The Product Marketing Specialist reports to and works under the broad direction of the Director, Marketing and is responsible for supporting the strategic marketing and student recruitment requirements of each School and the Research and Innovation portfolio of Federation University Australia.

The Product Marketing Specialist will develop and maintain a sophisticated level and understanding of the University's broad course/program offerings, areas of research expertise and graduate outcomes in order to develop targeted and timely marketing plans that provide maximum impact across a variety of communication channels and media.

The Product Marketing Specialist will be required to travel between our Victorian campuses as well as work nights and weekends from time to time to attend student recruitment and other related events.

The position requires a high level of initiative, judgement in decision-making and creative thinking to improve and promote the Federation University Australia branding.

Training and qualifications

A degree in Marketing, Digital Media or similar with at least four years subsequent relevant experience; or extensive and management expertise in technical or administrative field; or an equivalent combination of relevant experience and/or education/training.

All University positions delivering education and/or services to children (a child for this purpose is considered to be someone below the age of 18 years) must hold a valid Working with Children Check (WWCC) or hold a current registration with the Victorian Institute of Teaching (VIT).

Position/Organisational relationships

The Product Marketing Specialist reports to and works under the broad direction of the Director, Marketing is a member of the broader Marketing team. The position is required to work closely with internal staff within the Chief Operating Office and the work areas related to student admissions and International student recruitment to develop, implement, monitor and evaluate a range of marketing and student recruitment related products and activities.

The Product Marketing Specialist has a further focus in liaising, building relationships and supporting each School and the Research and Innovation portfolio by providing professional advice and service for program development and promotion and marketing campaigns including interfacing with prospective students.

Key selection criteria

Applicants must be able to demonstrate they are able to undertake the inherent responsibilities of the position contained in the position description and are able to meet the following Key Selection Criteria.

1. A degree in Marketing, Digital Media or similar with at least four years subsequent relevant experience; or extensive and management expertise in technical or administrative field; or an equivalent combination of relevant experience and/or education/training.

All University positions delivering education and/or services to children (a child for this purpose is considered to be someone below the age of 18 years) must hold a valid Working with Children Check (WWCC) or hold a current registration with the Victorian Institute of Teaching (VIT).

2. Demonstrated experience in contributing to tactical marketing and communication plans, prioritising tasks, planning workflow and developing processes and procedures to balance competing demands.
3. Demonstrated experience in managing and monitoring integrated campaigns across various digital communication channels.
4. Demonstrated experience in analysis and reporting on projects such as conversion data, SEO/SEM performance, google analytics, and competitor analysis; and providing insight to determine success with recommendations to guide future planning.
5. Demonstrated well-developed public speaking and presentation skills and the ability to engage effectively with a range of audiences.
6. Advanced computing skills including Microsoft Office applications, databases, CRM and associated software with the capacity effectively use Customer Relationship Management software and undertake lead capture.
7. A demonstrated understanding of the TAFE and Higher Education competitive higher education landscape and the general suite of courses/programs and other related products offered.
8. Demonstrated working knowledge and application of the Child Safety Standards.
9. Demonstrated knowledge and application of appropriate behaviours when engaging with children, including children with a disability and from culturally and/or linguistically diverse backgrounds.
10. Demonstrated flexibility to travel between Victorian campuses as well as working nights and weekends to attend student recruitment and other related events.

It is not the intention of the position description to limit the scope or accountabilities of the position but to highlight the most important aspects of the position. The aspects mentioned above may be altered in accordance with the changing requirements of the role.