



POSITION DESCRIPTION

Marketing and Communications
Faculty of Business and Economics

Campaigns and Conversions Coordinator

POSITION NO	0046302
CLASSIFICATION	PSC 6
SALARY	\$79,910 - \$86,499 p.a.
SUPERANNUATION	Employer contribution of 9.5%
WORKING HOURS	Full-time (1FTE)
BASIS OF EMPLOYMENT	Fixed term position available to 31 December 2019
OTHER BENEFITS	http://about.unimelb.edu.au/careers/working/benefits
HOW TO APPLY	Online applications are preferred. Go to http://about.unimelb.edu.au/careers , select the relevant option ('Current Opportunities' or 'Jobs available to current staff'), then find the position by title or number.
CONTACT FOR ENQUIRIES ONLY	Elena Ksefteris Tel +61 3 8344 3810 Email e.ksefteris@unimelb.edu.au <i>Please do not send your application to this contact</i>

For information about working for the University of Melbourne, visit our website:
about.unimelb.edu.au/careers

Position Summary

Under the direction of the Manager, Integrated Marketing Communications the Campaigns & Conversions Coordinator will be responsible for managing, optimising and executing the direct marketing conversion strategy for the Faculty of Business & Economics graduate and undergraduate programs as well as be the lead on prospective student focussed social media campaigns. This will be achieved through the development and implementation of digital customer engagement activities (email and SMS) to improve customer experience and drive acquisitions and retention across the student lifecycle.

The role will require planning and execution of email campaigns, template development and customer journey mapping to achieve behaviour based automated communications through the CRM. The Campaigns & Conversions Coordinator role will also be responsible for the analysis and evaluation of email marketing activity to optimise outcomes. As a key member of the Marketing and Communications team and frequent liaison with many internal and external stakeholders, the Campaigns & Conversions Coordinator will exercise good judgement and advanced interpersonal skills to cultivate positive collaborative relationships and achieve timely, high quality delivery of direct marketing objectives.

The incumbent is also expected to demonstrate a strong understanding of social media channels and how content marketing can be used to strengthen prospective student engagement and recruit into programs.

This role will also be required to perform some more general marketing coordination activities which may include: copywriting, developing creative briefs and working with internal and external designers.

A creative and resourceful approach to work is expected along with a commitment to the delivery of high-quality work, innovative and fun new ways to reach targeted audiences, and the ability to work within a high performing team.

1. Key Responsibilities

- ▶ Support the planning and delivery of the Faculty's content strategy, including social media planning and campaigns, as guided by the Manager, Integrated Marketing Communications.
- ▶ Develop and implement innovative and engaging social media content to support marketing and recruitment objectives, utilising relevant channels and monitoring and reporting on the effectiveness of social media activities.
- ▶ Maintain social media calendar and deliver content across Facebook, Twitter, Instagram and YouTube and liaise with the University's External Relations Media and Publishing team to deliver content for LinkedIn.
- ▶ Lead the strategy and implementation of highly effective email and SMS campaigns in Marketing Cloud for the portfolio of courses within the Faculty of Business & Economics for acquisition, current student engagement and retention communication.
- ▶ Develop and implement automated communication journeys to drive acquisition and improve student engagement and retention.
- ▶ Develop content and build complex and sophisticated emails via dynamic and personalised content and data integration.

- ▶ Develop and implement ongoing win-back campaigns to re-engage and convert leads from earlier campaigns that have not enrolled.
- ▶ Develop an upsell strategy and automated journeys to promote higher level qualifications to current students who have completed a nested qualification.
- ▶ Develop engaging and relevant content within brand guidelines for email communications in collaboration with the production and marketing teams within the Faculty of Business & Economics.
- ▶ Monitor and evaluate email marketing activity success to improve existing campaigns and inform the design of future campaigns.
- ▶ Undertake research and benchmarking activities to identify and analyse new or emerging communication opportunities and provide recommendations.
- ▶ Develop and maintain strong working relationships with key stakeholders across the Faculty and University.
- ▶ Occupational Health and Safety (OH&S) and Environmental Health and Safety (EH&S) responsibilities as outlined in section 6.

2. Selection Criteria

2.1 ESSENTIAL

- ▶ A degree in Communications, Marketing, English or Media with subsequent relevant experience; or extensive experience and specialist expertise or broad knowledge; or an equivalent combination of relevant experience and/or education/training.
- ▶ Proven experience in developing and delivering effective social media strategy and campaign advertising.
- ▶ Experience with CRM, lifecycle marketing and email automation platforms such as Salesforce, Marketing Cloud or similar.
- ▶ A strong understanding of data and CRM including reporting and testing practices.
- ▶ Demonstrated project management skills with the ability to manage many tasks at once, work under pressure and display initiative to deliver high quality outputs in tight timelines.
- ▶ Demonstrated problem solving skills with the ability to deliver creative solutions.
- ▶ Excellent verbal, written and interpersonal skills to deliver consistently high standards of communications with stakeholders.
- ▶ Excellent copywriting skills, including demonstrated experience in writing and producing email marketing templates with an eye for design.

2.2 DESIRABLE

- ▶ Basic Adobe Design Suite knowledge
- ▶ Basic working knowledge of Google Analytics

3. Special Requirements

- ▶ Annual leave requests will be considered for times that are appropriate and suit the business requirements of the Faculty.

4. Job Complexity, Skills, Knowledge

4.1 LEVEL OF SUPERVISION / INDEPENDENCE

The Campaigns & Conversions Coordinator will work under the general direction of the Manager, Integrated Marketing Communications. This position requires a high degree of initiative, self-reliance and autonomy but will require a close working relationship with all members of the marketing team and the wider operations team.

4.2 PROBLEM SOLVING AND JUDGEMENT

The incumbent is expected to solve technical and production problems for the communications they manage. Sound, evidence-based judgements, and demonstrated problem solving and communication skills are required as the Campaigns & Conversions Coordinator routinely makes independent decisions in managing their day to day work.

4.3 PROFESSIONAL AND ORGANISATIONAL KNOWLEDGE

The incumbent requires sound knowledge and understanding of communication principles and practices. With experience in communications, public relations or similar, the incumbent will fully appreciate the strategy underpinning agreed communication plans and be able to contribute to the delivery of plans confidently and competently to deliver anticipated outcomes. They will ideally have knowledge of the legal profession and/or the higher education sector.

4.4 RESOURCE MANAGEMENT

The Campaigns and Conversions Coordinator is expected to be responsible for their own time management and prioritisation of tasks to ensure that deadlines are met.

4.5 BREADTH OF THE POSITION

The position requires knowledge of media practices and Faculty objectives that can be facilitated through the implementation of targeted communication platforms to deliver the appropriate information where required. In this context, the Campaigns & Conversions Coordinator will often collaborate with academic and professional staff across the University to achieve direct marketing objectives. The Campaigns & Conversions Coordinator must develop and maintain strong, positive communication channels throughout the University community and with external stakeholders.

5. Equal Opportunity, Diversity and Inclusion

The University is an equal opportunity employer and is committed to providing a workplace free from all forms of unlawful discrimination, harassment, bullying, vilification

and victimisation. The University makes decisions on employment, promotion and reward on the basis of merit.

The University is committed to all aspects of equal opportunity, diversity and inclusion in the workplace and to providing all staff, students, contractors, honorary appointees, volunteers and visitors with a safe, respectful and rewarding environment free from all forms of unlawful discrimination, harassment, vilification and victimisation. This commitment is set out in the University's People Strategy 2015-2020 and policies that address diversity and inclusion, equal employment opportunity, discrimination, sexual harassment, bullying and appropriate workplace behaviour. All staff are required to comply with all University policies.

The University values diversity because we recognise that the differences in our people's age, race, ethnicity, culture, gender, nationality, sexual orientation, physical ability and background bring richness to our work environment. Consequently, the People Strategy sets out the strategic aim to drive diversity and inclusion across the University to create an environment where the compounding benefits of a diverse workforce are recognised as vital in our continuous desire to strive for excellence and reach the targets of Growing Esteem.

6. Occupational Health and Safety (OHS)

All staff are required to take reasonable care for their own health and safety and that of other personnel who may be affected by their conduct.

OHS responsibilities applicable to positions are published at:

<http://safety.unimelb.edu.au/people/community/responsibilities-of-personnel>

These include general staff responsibilities and those additional responsibilities that apply for Managers and Supervisors and other Personnel.

7. Other Information

7.1 ORGANISATION UNIT

The Faculty of Business and Economics at the University of Melbourne has been preparing students for exciting and challenging careers in industry since 1924. We have developed an outstanding reputation, locally and internationally, for the quality of our teaching and research. The Faculty has an active board of business leaders, government representatives and community leaders who contribute to the implementation of our vision.

7.2 BUDGET DIVISION

The Faculty of Business and Economics at the University of Melbourne has been preparing students for exciting and challenging careers in industry since 1924. We have developed an outstanding reputation, locally and internationally, for the quality of our teaching and research. The Faculty has an active board of business leaders, government representatives and community leaders who contribute to the implementation of our vision.

Organisational Structure

The Faculty is home to Melbourne Business School (MBS) and to six teaching and research departments:

- Accounting
- Business Administration
- Economics
- Finance
- Management and Marketing
- Melbourne Institute of Applied Economic and Social Research
- Melbourne School of Professional and Continuing Education

The Faculty has the following student and academic support centres:

- Academic Support Office
- Student Employability and Enrichment
- Research Development Unit
- The Williams Centre for Learning Advancement

The Faculty is supported by the following Professional Services Units:

- Finance
- Human Resources (including OHS)
- Marketing and Communications
- Service Level and Facilities Management
- Quality Office

The Faculty also hosts two University-wide initiatives:

- ▶ The Melbourne School of Professional and Continuing Education (MSPACE) which provides support to all Academic Divisions for their existing professional, continuing and executive education programs, and operates with a specific whole-of-institution mandate to significantly expand the University's professional, continuing and executive education offerings.
- ▶ The Melbourne Entrepreneurial Centre (MEC) which brings together a number of programs to focus a range of activities aimed at developing an entrepreneurial culture at the University of Melbourne.

Our Programs

There are about 9,500 students enrolled in undergraduate and graduate degrees within the Faculty.

The Bachelor of Commerce is one of the most sought-after business courses in Australia. From 1 May 2013 all graduate programs in business and economics are offered through Melbourne Business School. Melbourne Business School offers a full suite of professional

masters programs for those with little work experience right through to the MBA suite. It is also the home of leading research masters degrees and the PhD.

Our Graduates

Since the Faculty was established it has produced over 53,000 graduates. Many of our alumni now occupy senior positions in business, government and academia, in Australia and around the world.

Further information about the Faculty is available at www.fbe.unimelb.edu.au.

7.3 THE UNIVERSITY OF MELBOURNE

Established in 1853, the University of Melbourne is a leading international university with a tradition of excellence in teaching and research. The main campus in Parkville is recognised as the hub of Australia's premier knowledge precinct comprising eight hospitals, many leading research institutes and a wide-range of knowledge-based industries. With outstanding performance in international rankings, the University is at the forefront of higher education in the Asia-Pacific region and the world.

The University employs people of outstanding calibre and offers a unique environment where staff are valued and rewarded.

Further information about working at The University of Melbourne is available at <http://about.unimelb.edu.au/careers>.

7.4 GROWING ESTEEM, THE MELBOURNE CURRICULUM AND RESEARCH AT MELBOURNE: ENSURING EXCELLENCE AND IMPACT TO 2025

Growing Esteem describes Melbourne's strategy to achieve its aspiration to be a public-spirited and internationally-engaged institution, highly regarded for making distinctive contributions to society in research and research training, learning and teaching, and engagement. <http://about.unimelb.edu.au/strategy-and-leadership>

The University is at the forefront of Australia's changing higher education system and offers a distinctive model of education known collectively as the Melbourne Curriculum. The new educational model, designed for an outstanding experience for all students, is based on six broad undergraduate programs followed by a graduate professional degree, research higher degree or entry directly into employment. The emphasis on academic breadth as well as disciplinary depth in the new degrees ensures that graduates will have the capacity to succeed in a world where knowledge boundaries are shifting and reforming to create new frontiers and challenges. In moving to the new model, the University is also aligning itself with the best of emerging European and Asian practice and well-established North American traditions.

The University's global aspirations seek to make significant contributions to major social, economic and environmental challenges. Accordingly, the University's research strategy *Research at Melbourne: Ensuring Excellence and Impact to 2025* aspires to a significant advancement in the excellence and impact of its research outputs.

<http://research.unimelb.edu.au/our-research/research-at-melbourne>

The strategy recognises that as a public-spirited, research-intensive institution of the future, the University must strive to make a tangible impact in Australia and the world, working across disciplinary and sectoral boundaries and building deeper and more substantive engagement with industry, collaborators and partners. While cultivating the

fundamental enabling disciplines through investigator-driven research, the University has adopted three grand challenges aspiring to solve some of the most difficult problems facing our world in the next century. These Grand Challenges include:

- ▶ Understanding our place and purpose – The place and purpose grand challenge centres on understanding all aspects of our national identity, with a focus on Australia's 'place' in the Asia-Pacific region and the world, and on our 'purpose' or mission to improve all dimensions of the human condition through our research.
- ▶ Fostering health and wellbeing – The health and wellbeing grand challenge focuses on building the scale and breadth of our capabilities in population and global health; on harnessing our contribution to the 'convergence revolution' of biomedical and health research, bringing together the life sciences, engineering and the physical sciences; and on addressing the physical, mental and social aspects of wellbeing by looking beyond the traditional boundaries of biomedicine.
- ▶ Supporting sustainability and resilience – The sustainability and resilience grand challenge addresses the critical issues of climate change, water and food security, sustainable energy and designing resilient cities and regions. In addition to the technical aspects, this grand challenge considers the physical and social functioning of cities, connecting physical phenomena with lessons from our past, and the implications of the technical solutions for economies, living patterns and behaviours.

Essential to tackling these challenges, an outstanding faculty, high performing students, wide collaboration including internationally and deep partnerships with external parties form central components of Research at Melbourne: Ensuring Excellence and Impact to 2025.

7.5 GOVERNANCE

The Vice Chancellor is the Chief Executive Officer of the University and responsible to Council for the good management of the University.

Comprehensive information about the University of Melbourne and its governance structure is available at <http://www.unimelb.edu.au/governance>