

Position Description

Digital Marketing & Conversions Coordinator (India)

*Position Number: 00070090
Position Title: Digital Marketing & Conversions Coordinator (India)
Date Written: January 2019*

*Faculty / Division: External Relations
School / Unit: Future Student Recruitment
Position Level: Level 5*

ORGANISATIONAL ENVIRONMENT

UNSW is currently implementing a ten year strategy to 2025 and our ambition for the next decade is nothing less than to establish UNSW as Australia's global university. We aspire to this in the belief that a great university, which is a global leader in discovery, innovation, impact, education and thought leadership, can make an enormous difference to the lives of people in Australia and around the world.

Following extensive consultation in 2015, we identified three strategic priority areas. Firstly, a drive for academic excellence in research and education. Universities are often classified as 'research intensive' or 'teaching intensive'. UNSW is proud to be an exemplar of both. We are amongst a limited group of universities worldwide capable of delivering research excellence alongside the highest quality education on a large scale. Secondly, a passion for social engagement, which improves lives through advancing equality, diversity, open debate and economic progress. Thirdly, a commitment to achieving global impact through sharing our capability in research and education in the highest quality partnerships with institutions in both developed and emerging societies. We regard the interplay of academic excellence, social engagement and global impact as the hallmarks of a great forward-looking 21st century university.

To achieve this ambition we are attracting the very best academic and professional staff to play leadership roles in our organisation.

Values in Action: Our UNSW Behaviours

UNSW recognises the role of employees in driving a high performance culture. The behavioural expectations for UNSW are below.



Values in Action
Our UNSW Behaviours



Builds
Collaboration



Embraces
Diversity



Displays
Respect



Demonstrates
Excellence



Drives
Innovation

OVERVIEW OF RELEVANT AREA AND POSITION SUMMARY

The Division of External Relations, led by the Vice-President (Division of External Relations), is responsible for the following areas of activity:

- Global Partnerships
- Global Profile & Reputation
- Future Student Recruitment
- Service Excellence (across these functions)

The Future Student Recruitment pillar has been established to strengthen marketing efforts, ensuring UNSW is the premier destination in the state for local students and the premier destination in the country for internationals.

The Digital Marketing and Conversions Coordinator (India) assists in the successful delivery of digital marketing and recruitment activities, supporting the international recruitment teams in creating effective future student journeys to achieve conversion targets. This role has a particular focus on the India market.

The Digital Marketing & Conversions Coordinator (India) reports to the Digital Marketing & Conversions Manager and has no direct reports.

RESPONSIBILITIES

Specific responsibilities for this role include:

- Assist in coordinating international prospective student communications and conversion journeys, with a particular focus on the India market and with direction from the Digital Marketing & Conversions Manager.
- Create, edit, monitor and report on ongoing automation journeys and conversion activities, identifying areas for improvement.
- Write marketing copy for conversion collateral such as emails, newsletters, websites and SMS communications.
- Liaise with recruitment staff and content, web and external communications staff within External Relations to collate content and build experiences for prospective students, ensuring a seamless experience across web, email and mobile.
- Liaise with the UNSW India Team on all communications and provide insight and ideas for improved conversion in the market.
- Work with the Data Integrity and Reporting Coordinator to ensure that data used in digital marketing and conversion activities is always accurate.
- Work effectively as part of a service driven team.
- Cooperate with all health and safety policies and procedures of the university and take all reasonable care to ensure that your actions or omissions do not impact on the health and safety of yourself or others.

SELECTION CRITERIA

- A relevant tertiary qualification and relevant experience or an equivalent level of knowledge gained through any combination of education, training and student recruitment experience.
- Excellent interpersonal skills and a demonstrated ability to engage people of all ages, including those from diverse backgrounds and cultures.
- Demonstrated ability to work flexibly and productively as an effective team member to ensure deadlines are met.

- Outstanding organisational skills with proven ability to deal with multiple tasks and establish priorities.
- Excellent written and verbal communication skills and the ability to liaise effectively with all levels of students, staff and external stakeholders.
- Advanced level of computer literacy with excellent skills in Microsoft Office applications and ability to use databases to capture and maintain stakeholder information (e.g. CRM).
- Knowledge of health and safety responsibilities and commitment to attending relevant health and safety training.
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Desirable Criteria

- Experience with marketing automation software (Click Dimensions, Adobe, Marketo etc.).
- Experience working in the higher education space.
- Knowledge of the Indian market and culture

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.