



DEMAND GENERATION AND AUDIENCE MARKETING SPECIALIST

SCHOOL/UNIT	Marketing & Future Students
SUB-UNIT	Demand Generation and Audience Marketing
CLASSIFICATION	HEW Level 7
WORK LOCATION	Main campus

ORGANISATIONAL CONTEXT

Monash University is a modern, global, research-intensive university, delivering education and research excellence in Australia and across the Indo-Pacific. We are making a positive impact on today's global challenges – whether by mitigating climate change, easing geopolitical insecurity or fostering healthy communities. Monash University is Australia's largest university and a member of the prestigious Group of Eight, a group of Australia's eight leading research universities. We have been consistently ranked among the world's top universities, at 42nd globally in the QS World University Rankings and 54th in the Times Higher Education World University Rankings in 2024, reflecting our strong commitment to academic and research excellence.

Monash University is a global university with four campuses in Australia and a campus in Malaysia and Indonesia. In India, Monash Research Academy is a postgraduate research and PhD training partnership with the Indian Institute of Technology Bombay, whilst Monash-Suzhou is a partnership between Monash University and Southeast University focused on world-class research and training in China. The Monash University Prato Centre meanwhile provides a European base for international research and education. Additionally, Monash has extensive international partnerships and study abroad programs with more than 100+ partner universities around the world.

Established in 1998, Monash University Malaysia is Monash's third-largest campus and one of Malaysia's most respected higher education institutions. More than 9,700 students representing approximately 77 nationalities are currently enrolled at Monash Malaysia, and they enjoy a quality study experience supported by committed staff members. We place a strong emphasis on student experience and strive to produce graduates who can lead and contribute to their local and regional communities. Our graduates can be found in positions of importance all over the world. Since welcoming our first cohort of 417 students, we have graduated more than 27,500 students, including 800 PhDs.

We pride ourselves in educational excellence, offering degrees in arts and social sciences, business, engineering, information technology, medicine, psychology and health sciences, pharmacy, and science across seven schools. New courses in emerging areas, including artificial intelligence, data science, digital business and pharmaceutical science, expand our range of internationally-recognised degrees for a changing world. We invest in constantly upgrading our

facilities to incorporate cutting-edge teaching and learning technology to enhance our students' and staff's experience.

In line with Monash University's strategic plan, Impact 2030, our research focuses on issues of national and global significance. We strive to formulate and implement solutions that could mitigate the effects of climate change, promote geopolitical security in the ASEAN region and improve health and wellbeing to enable communities to thrive. Our [research projects](#) and [researchers](#) are making long-term and sustainable impact across health, economics, policy, technology, the environment and society at large. We also offer a broad range of [world-class infrastructure and services](#) to support the needs of the research community and industry.

Our campus is located in Greater Kuala Lumpur, one of the region's industrial hotspots. We sit in the heart of the rapidly developing economic corridor linking Singapore, Kuala Lumpur, Bangkok and beyond. Our education and research are oriented towards deep engagement with this dynamic socio-economic and industrial landscape.

Monash University Malaysia is committed to delivering quality education and research to address the global challenges of our time, and we have ambitious plans to reach our goals. Join us as we make a positive difference for the betterment of communities worldwide.

For further information, please visit www.monash.edu.my.

The Marketing and Future Students (MAFS) is all about making an impact. This means we break the rules when necessary, set new trends, and we get things done. Marketing and Communications at Monash is endlessly transitioning and pivoting – why? Because our focus is our audiences, and they aren't static – so neither are we.

How, when and where we “market” is defined by students - future, current and past. And the industry partners we work with. We're future-looking and are early adopters of all things that will aid in reaching, attracting, engaging, converting and retaining our audience. Our direction and decisions are fortified by data and we take a digital-first approach to how we reach our audiences and partners.

Within the University community, we set the strategic marketing and communications' direction and are enablers of the brand. We make sure all marketing and communication execution is consistent and amplified to achieve maximum impact. We do this by working in seamless unity with our internal partners. We do all the marketing things you would expect; brand, data, UX, automation and design to support student recruitments and strengthen the university's reputation.

POSITION PURPOSE

The objective of the position is to strengthen the university's reputation and recruit students by providing support in managing marketing campaigns using Onmi-channels to reach potential students and external stakeholders. This position oversees budgets of RM3-5 million to develop, implement, track and optimize our marketing campaigns across all channels for Monash University Malaysia.

Reporting line: The position reports to the Senior Manager of Demand Generation & MarTech, MAFS and works closely with the Marketing team for relevant projects in Malaysia and Australia. The incumbent also needs to manage multiple vendors for education fairs on campus and outside of campus.

Supervisory responsibilities: Not applicable

Financial delegation: Not applicable

Budget responsibilities: RM3-5 million

KEY RESPONSIBILITIES

- 1. Develop and implement integrated marketing campaigns, including experiential marketing supporting domestic and international student recruitment activities.**
 - Develop and implement integrated marketing activities, such as lead generation and lead nurturing programs, designed to attract leads, applications and increase enrolments
 - Translate marketing strategy into plans and programs of activity for specific markets.
 - Continuously develop and present innovative ideas based on a data-driven approach to improve current business practices, including exploring opportunities to automate communications and campaign management.
 - Work with media and creative agencies to effectively reach the target audience according to brand values

- 2. Brand management**
 - Provide brand guidance to internal stakeholders for internal campaigns and other promotional materials.
 - Ensure the relevant Marketing campaigns and event web pages are accurate and compelling content. All information provided follows Monash University Malaysia's regulations, guidelines, and policies.

- 3. Interpretation of data & latest trends to shape marketing strategies**
 - Measures and reports performance of all digital marketing campaigns and assesses against goals (ROI and KPIs).
 - Identifies trends and insights and optimizes spend and performance based on the insights.
 - Execute new and creative collaborations among technologies and platforms.
 - Adopting data-driven insights in all stages of the sales process and student journey aims to address the decision's pain point and influence students' choices.

- 4. Provide departmental Support**
 - Undertake other tasks, roles and duties as assigned, from time-to-time by the Head or MAFS project leads aim to strengthen the university's reputation and recruit students.

KEY SELECTION CRITERIA

1. A degree/postgraduate degree with 5 years of relevant experience or an equivalent combination of knowledge and experience is required. Professional qualifications such as Google Ads Search and TikTok Ads Certification will be advantageous.
2. Requires proven working experience in digital marketing, including managing SEO/SEM, marketing database, social media, display advertising campaigns, optimising landing pages, and user funnels, and conducting A/B and multivariate experiments.
3. Strong knowledge of website analytics tools such as Google Analytics, NetInsight, Omniture, WebTrends, and experience in setting up and optimising Google AdWords campaigns, with strong analytical skills and data-driven thinking.
4. Exceptional written and verbal communication skills and a proven ability to write, edit and produce communications for a variety of communication channels in different styles
5. Understand the latest trends and best practices in online marketing and measurement.
6. Excellent organisational skills and the ability to work well in a fast-paced environment managing simultaneous tasks within tight deadlines while meeting key performance indicators.
7. Advanced computer literacy in project management tools and strong knowledge of web and graphic editing software (WordPress, Canva, Adobe Photoshop etc.) will be an added advantage.

OTHER JOB RELATED INFORMATION

- This position might be required to work on-call from Marketing and Future Students units for matters about the university's events and projects.
- Out of hours work (including evenings and weekends) may occasionally be required.
- May be required to work outside of work hours and possibly light travelling with recruiters.

LEGAL COMPLIANCE

Ensure you are aware of and adhere to legislation and University policy relevant to the duties undertaken, including: Equal Employment Opportunity, supporting equity and fairness; Occupational Health and Safety, supporting a safe workplace; Conflict of Interest (including Conflict of Interest in Research); Paid Outside Work; Privacy; Personal Data Protection; Research Conduct; and Staff/Student Relationships.