



POSITION DESCRIPTION

External Relations

Faculty of Fine Arts and Music

Senior Marketing Coordinator

POSITION NO	0047407
CLASSIFICATION	UOM 7
SALARY	\$91,913 - \$99,495 p.a.
SUPERANNUATION	Employer contribution of 17%
WORKING HOURS	Full time (1 FTE)
BASIS OF EMPLOYMENT	Continuing
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 del Mercato Tel +61 3 9035 9429 Email: elena.delmercato@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

The Senior Marketing Coordinator is part of the marketing team in the External Relations unit at the Faculty of Fine Arts and Music. The marketing team are responsible for growing the reputation of Faculty and building a program of activities that establish it as a world leading fine arts and music teaching institution, in a tier one research University, in one of the world's best arts precincts - Melbourne.

The team provides marketing and customer experience strategy, communications and digital marketing services to both the recruitment and the engagement functions. It is responsible for delivering creative data and insight led initiatives to support the Faculty's marketing objectives to grow global reputation and brand equity; drive student acquisition and retention; increase advocacy from students and staff and alumni; and increase the awareness of the Faculty's public value and contribution.

Under the direction of the Strategic Marketing Manager and the External Relations Manager, the Senior Marketing Coordinator is responsible for the Faculty's digital (web, social and email) presence, delivering creative and results driven marketing campaigns and implementing best practice customer experience thinking.

1. Key Responsibilities

- ▶ Develop and implement a plan for the Faculty's digital presence and by providing expert advice on best practice insights and knowledge on web, SEO, SEM, social, email, chat and other.
- ▶ Develop and deliver innovative, creative and results driven marketing and advertising campaigns to support recruitment, engagement and reputation objectives across marketing automation, social media, print and web channels.
- ▶ Coordinate relationships with agencies and central University teams in the delivery of marketing campaigns.
- ▶ Manage the Faculty's web presence, overseeing the evolution and needs for the Faculty site architecture and content, and leading the Faculty's involvement in University Hubs such as Study to ensure the sites support reputation and recruitment objectives.
- ▶ Develop the Faculty's digital channels to grow reach and engagement, by providing expert advice on digital channel best practice and manage the digital channels, working closely with central teams, to manage issues, reporting, and notification management. Implement CX thinking and deliver customer journeys and CRM journey tracks that maximise conversion to enquiry and application.
- ▶ Manage the Faculty's email platform and implement highly effective email campaigns that maximise conversion, engagement and event attendance.
- ▶ Integrate data and insights into all digital and marketing activity, using google analytics and other measurement tools to track, report and evolve all activity.
- ▶ Monitor emerging digital content trends, technologies, innovations and opportunities in order to inform future strategy and planning.
- ▶ Coordinate the provision of website content management and maintenance services to ensure a high quality and engaging digital presence.

2. Selection Criteria

2.1 ESSENTIAL

- ▶ A degree in marketing or relevant area with substantial relevant experience; or extensive experience and management expertise; or an equivalent combination of relevant experience and/or education/training.
- ▶ Demonstrated experience delivering creative and data driven digital marketing campaigns.
- ▶ Demonstrated experience in the delivery of CX led activity including the development and implementation of automated customer journeys.
- ▶ High level of analytical capability and experience analysing data to inform insights that drive strategic marketing activity.
- ▶ Extensive technical expertise across a range of digital platforms – web, email, CRM, marketing automation and social.
- ▶ Excellent project management skills and experience working across multiple teams to deliver complex projects.
- ▶ Proven ability to develop strong relationships and engage, collaborate and negotiate with a broad group of internal and external stakeholders.

2.2 DESIRABLE

- ▶ Experience using content management systems such as Squizzmatrix, and publishing platforms such as Word Press.

3. Job Complexity, Skills, Knowledge

3.1 LEVEL OF SUPERVISION / INDEPENDENCE

The Senior Marketing Coordinator operates under broad direction from the Strategic Marketing Manager and is expected to exercise independence, initiative and judgement in carrying out responsibilities.

The role will also be responsible for the direct supervision of staff and will support their ongoing development.

3.2 PROBLEM SOLVING AND JUDGEMENT

The incumbent will work autonomously under limited supervision. The incumbent will be expected to perform work assignments guided by policy, precedent, professional standards and technical expertise. The incumbent is expected to demonstrate innovative problem-solving skills, independence and initiative in finding solutions, as well as judgment about when to seek further advice.

3.3 PROFESSIONAL AND ORGANISATIONAL KNOWLEDGE

The incumbent must be fully conversant with the organisational arrangements of the Faculty and the University as they impact on the responsibilities of this position so that it can deliver effectively within a large organisational context.

3.4 RESOURCE MANAGEMENT

The incumbent will be responsible for managing resources, including budget and technical resources, in line with Faculty and University policies and procedures, guided by the Strategic Marketing Manager. Staff supervision of professional staff is required with requisite performance development management.

3.5 BREADTH OF THE POSITION

The incumbent is required to work broadly across all areas of the Faculty, requiring the incumbent to develop positive relationships with staff, alumni, students and external stakeholders.

4. *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.

5. *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.

6. Other Information

6.1 FACULTY OF FINE ARTS AND MUSIC

Further information on the Faculty of Fine Arts and Music can be found at <http://finearts-music.unimelb.edu.au/>

6.2 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>.

6.3 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.

6.4 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>