

## POSITION DESCRIPTION

<b>Position Title</b>	Digital Marketing Coordinator		
<b>Organisational Unit</b>	Marketing and External Relations		
<b>Functional Unit</b>	Digital Experience		
<b>Nominated Supervisor</b>	Digital Marketing Manager		
<b>Higher Education Worker (HEW) Level</b>	HEW 6	<b>Campus/Location</b>	North Sydney, Brisbane, Melbourne
<b>CDF Achievement Level</b>	1 All Staff	<b>Work Area Position Code</b>	TBC
<b>Employment Type</b>	Full-time	<b>Date reviewed</b>	July 2018

## ABOUT AUSTRALIAN CATHOLIC UNIVERSITY

Mission Statement: *Within the Catholic intellectual tradition and acting in Truth and Love, Australian Catholic University is committed to the pursuit of knowledge, the dignity of the human person and the common good.*

At ACU we pride ourselves on offering a welcoming environment for everyone. At the same time, we are a university committed to standing for something clear. We stand up for people in need and causes that matter. ACU's Mission is central to the University, and informs every area – integrating the dignity of the human person, the common good, and ethical and social justice considerations into our core activities of student learning and teaching, research and service.

We are a publicly-funded university which has grown rapidly over the past few years. We're young, but we are making our mark: ranking among the top universities worldwide. We have got seven campuses around Australia, more than 200 partner universities on six continents, and a campus in Rome, Italy.

We know that our people make us a university like no other. It's your values, action and passion that makes the difference. Whatever role you may play in our organisation: it's what you do that defines who we are.

We value staff, offering excellent leave and employment conditions, and foster work environments where they have the ability grow and develop. We continue to invest in our facilities and workplaces, and actively involve staff in shaping the future direction of the organisation.

In order to be agents of change in the world, we all need to see life through the eyes of others. We believe that our role as a university is to inspire and equip people to make a difference – and that means cultivating their ability to act and think empathetically.

We hope that you might champion these values, and work with us to create a place of learning that is not only the envy of the world, but the making of it.

The structure to support this complex and national University consists of:

- Provost
- Chief Operating Officer & Deputy Vice-Chancellor
- Deputy Vice-Chancellor, Research
- Deputy Vice-Chancellor, Students, Learning and Teaching
- Vice President
- Pro Vice-Chancellor Assisting the Vice-Chancellor and President

Each portfolio consists of a number of Faculties, Research Institutes or Directorates. The Vice President drives both the Identity and the [Mission](#) of the University. In addition, five Associate Vice-Chancellors and Campus Deans focus on the University's local presence and development of the University at the local 'campus' level.

## ABOUT THE MARKETING AND EXTERNAL RELATIONS DIRECTORATE

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The Marketing and External Relations (MER) Portfolio, under the direction of the Director of MER, encompasses Communications and Creative Services, Future Students & External Relations, Digital Experience and Marketing Insights.

MER plays a key role in profiling and positioning ACU as a first choice among its diverse community and stakeholder groups, including potential students, Catholic and corporate partners, donors, alumni and staff. ACU strives to be an interactive and collaborative partner in the communities in which it operates.

MER at ACU provides a framework for building strong relationships between internal and external stakeholders with the capacity for this framework to expand, creating new opportunities and new ways to serve the community. MER at ACU is of mutual benefit to both the University and its external community, with its core aim to improve the position and reputation of the University while also connecting with and benefitting the wider community.

The Portfolio provides integrated services with a focus on relationship and brand development across the following areas: marketing, media, advertising, design, communications, alumni, student recruitment, fundraising, digital, external relations and events.

## POSITION PURPOSE

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The primary purpose of the Digital Marketing Coordinator role is to facilitate and manage the effective delivery of digital campaigns, ensuring that they are targeted and customer centric, whilst achieving campaign objectives.

The position will assist in the building and converting of online traffic, facilitate the generation of online acquisitions through search and paid advertising, work with the Analytics Manager to provide insights and data that optimises campaigns, and develops and delivers digital projects and campaigns to targeted segments to achieve ROI objectives.

This role reports to the Digital Marketing Manager and is required to establish relationships with key stakeholders across the university to ascertain their digital campaign requirements, and help develop innovative and engaging campaigns that deliver required outcomes. This requires the coordination of key resources across the Marketing and External Relations directorate.

## POSITION RESPONSIBILITIES

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### Introduction

A number of frameworks and standards express the University's expectations of the conduct, capability, participation and contribution of staff. These are listed below:

- ACU Strategic Plan 2015-2020
- Catholic Identity and Mission
- ACU Capability Development Framework
- Higher Education Standards Framework
- ACU Service Delivery Model
- ACU Staff Enterprise Agreement including provisions in relation to Performance Excellence

The [Capability Development Framework](#) in particular is important in understanding the core competencies needed in all ACU staff to achieve the University's strategy and supports its mission.

## Key responsibilities

Key responsibilities specific to this position	Relevant Core Competences ( <u>Capability Development Framework</u> )	Scope of contribution to the University			
		Within the work unit or team ✓	School or Campus ✓	Faculty or Directorate ✓	Across the University ✓
Provide consultative services across the University in relation to digital marketing strategy, planning, execution and evaluation.	<ul style="list-style-type: none"> <li>• Collaborate Effectively</li> <li>• Communicate with Impact</li> <li>• Deliver Stakeholder Centric Service</li> </ul>				✓
Develop and implement digital campaigns for key stakeholders in line with the overall Marketing objectives that will enhance student engagement and increase acquisition and retention.	<ul style="list-style-type: none"> <li>• Be Responsible and Accountable for Achieving Excellence</li> <li>• Collaborate Effectively</li> <li>• Deliver Stakeholder Centric Service</li> </ul>			✓	
Use analytics and insights to increase digital conversions for campaigns	<ul style="list-style-type: none"> <li>• Be Responsible and Accountable for Achieving Excellence</li> <li>• Makes Informed Decisions</li> <li>• Deliver Stakeholder Centric Service</li> </ul>	✓			
Plan, schedule and coordinate advertising for key digital marketing campaigns.	<ul style="list-style-type: none"> <li>• Be Responsible and Accountable for Achieving Excellence</li> <li>• Collaborate Effectively</li> <li>• Know ACU Work Processes and Systems</li> </ul>			✓	✓
Consult with the broader Digital Strategy team in preparing digital marketing proposals.	<ul style="list-style-type: none"> <li>• Collaborate Effectively</li> <li>• Deliver Stakeholder Centric Service</li> <li>• Know ACU Work Processes and Systems</li> </ul>	✓		✓	
Liaise with the Campaign team to plan, schedule and coordinate digital advertising for key marketing campaigns.	<ul style="list-style-type: none"> <li>• Be Responsible and Accountable for Achieving Excellence</li> <li>• Collaborate Effectively</li> <li>• Deliver Stakeholder Centric Service</li> </ul>	✓			
Establish and build strong working relationships with key internal partners (i.e., Communications Team, CRM team) to facilitate implementation and adoption of campaign initiatives	<ul style="list-style-type: none"> <li>• Collaborate Effectively</li> </ul>	✓		✓	✓

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Monitor competitors' digital presence and effectiveness and make recommendations for ACU.	<ul style="list-style-type: none"> <li>• Be Responsible and Accountable for Achieving Excellence</li> <li>• Know ACU Work Processes and Systems</li> </ul>			✓	
Manage suppliers to ensure ACU is extracting best possible value and effectiveness	<ul style="list-style-type: none"> <li>• Know ACU Work Processes and Systems</li> <li>• Be Responsible and Accountable for Achieving Excellence</li> </ul>	✓			

## HOW THE ROLE OPERATES

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### Key Challenges and Problem Solving

- Prioritising multiple marketing activities, particularly during busy periods.
- Driving a coordinated digital presence for the University
- Manage client expectations when it comes to the campaign services and support provided by the Marketing team.

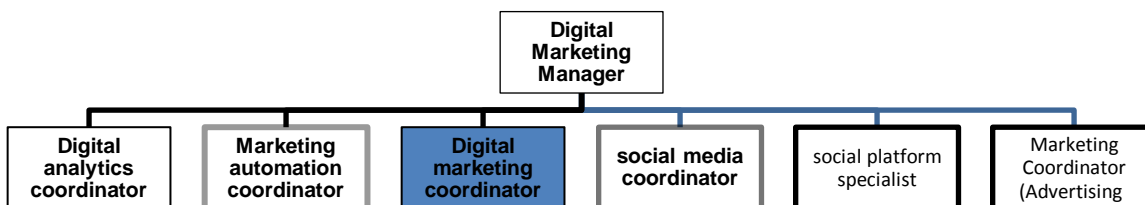
### Decision Making / Authority to Act

- The position holder makes decisions regarding digital campaign performance but defers more complex matters to the supervisor.
- The position holder has autonomy in the day-to-day management of ACU's digital campaigns.
- The position holder gives recommendations to University staff, and deals with enquiries from them, with regards to the best practice use and management of digital marketing channels.

### Communication / Working Relationships

- The position holder liaises with internal staff to develop digital campaign strategies.
- The Digital Marketing Coordinator reports to the Digital Marketing Manager. The Digital Marketing Coordinator works and collaborates with a range of ACU staff members but defers to the Manager for approvals and advice.

### Reporting Relationships



For further information about structure of the University refer to the [organisation chart](#).

## SELECTION CRITERIA

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### Qualifications, skills, knowledge and experience

1.	Completion of a relevant undergraduate degree in the area of marketing, information science, communications, media studies or a related discipline.
2.	At least 2 to 3 years' experience working in a similar role.
3.	Demonstrated ability to manage multiple projects concurrently and prioritise activities and resources.
4.	Experience in developing & implementing customer acquisition and retention initiatives in a digital environment
5.	Strong interpersonal and influencing skills and the ability to build solid working relationships with people at all levels.
6.	Demonstrated ability to work independently without regular face-to-face supervision.
7.	High level of initiative in the assessment and development of new media channels with the ability to learn and adapt quickly.

### Core Competencies (as per the [Capability Development Framework](#))

8.	Demonstrate confidence and courage in achieving ACU's Mission, Vision and Values by connecting the purpose of one's work to ACU's Mission, Vision and Values.
9.	Demonstrate a commitment to working in an environment of performance excellence, guided by ACU's Service Principles.

### Other attributes

11.	Demonstrated commitment to cultural diversity and ethical practice principles and demonstrated knowledge of equal employment opportunity and workplace health and safety, appropriate to the level of the appointment.
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