

Position Description

Digital Media Specialist – Social Advertising



Faculty/Portfolio	Global Engagement
School/Centre	Marketing Division
Basis of Employment	Full-time (36.75 hours per week) and fixed-term
Primary Location of Work	Melbourne Burwood Campus
Classification	HEW 7
Reporting Line	Media Manager

ABOUT DEAKIN

Deakin is a Victorian university with a global impact. We are agile and innovative, and committed to making a positive impact through our excellence in education and research and the contributions we make to the wider community.

Our reputation has been built on the dedication and expertise of our staff. We offer a dynamic, diverse and inclusive working environment with opportunities to grow and develop careers. We believe that a progressive, thriving culture will ensure people choose to come, and stay at Deakin and contribute to our ongoing success.

As one of Australia's largest universities, Deakin has strong global linkages, world-class research and an education portfolio that blends the best of campus and digital delivery into a highly supportive and personalised student experience.

We offer outstanding education founded on the experience we create for our learners and guided by graduate outcomes for successful lives and careers. We undertake globally significant discovery research that benefits our communities through the innovative translation of our ideas into new services, products, policies, and capabilities.

WHY WORK FOR OUR UNIVERSITY?

[Marketing Division](#)

[Benefits of working
at Deakin](#)

[Strategic Plan –
Deakin 2030: Ideas
to Impact](#)

DEAKIN'S COMMITMENT TO EQUITY, DIVERSITY AND INCLUSION

At Deakin we value diversity, embrace difference and nurture an inclusive, safe and respectful community. Deakin is an Employer of Choice for Gender Equality, a SAGE Athena SWAN Bronze Award holder, seeking gender equity for Women in STEMM, and a Silver Award holder in the Australian Workplace Equality Index for LGBTQ inclusion. We strongly encourage applications from Aboriginal and Torres Strait Islander people and people of all cultures, abilities, sexualities and genders.

deakin.edu.au/about-deakin/careers-at-deakin



POSITION OVERVIEW

The purpose of this position is to develop, implement and optimize digital media to attract prospective students to Deakin University under the direction of the Media Manager. This role will work collaboratively with media agencies partners, vendors and the marketing division to enhance the performance of the digital media program, inclusive of Paid Search, Remarketing, Programmatic and Social Media. The Digital Media Specialist – Social Advertising will be the primary owner of the Social Media Advertising account management and strategy. This role will be responsible for ensuring rigor and value is delivered on digital media in alignment with overarching brand objectives and tactical goals.

Key Relationships:

Internal	<ul style="list-style-type: none">• <i>Faculties</i>• <i>International Marketing</i>• <i>Central Marketing Division</i>
External	<ul style="list-style-type: none">• <i>Media Agencies</i>• <i>Creative Agencies</i>• <i>Media Partners and Suppliers</i>

PRIMARY RESPONSIBILITIES

This role is part of the Performance and Growth Unit within the Marketing Division. The Digital Media Specialist – Social Advertising sits within the media team which manages media planning, buying, optimisation and reporting on behalf of Central Marketing for the purpose of domestic student recruitment. The role focuses on performance campaigns, finding strategies to drive the cost efficient leads that will be nurtured through to an application.

The role will work closely with members of the Brand team, has direct interaction with staff across the Marketing Division and reports to the Media Manager. It will also liaise externally with vendors and media agencies as required.

PRINCIPAL ACCOUNTABILITIES

- Develop, implement and optimise digital media to attract prospective students to Deakin University
- In conjunction with the media agencies and vendors, develop digital media schedules ensuring that there is efficiency, value and rigour in the planning
- Setup, optimisation, daily management and reporting of the Deakin Social Media advertising account
- Develop plans and buy media for internally managed digital campaigns focused on lead generation
- Champion innovation in the adoption of new media units, proactively identify trends and champion insight-led media planning

TYPICAL DUTIES

- Provide regular reports, briefing and overseeing media agency partners and vendors
- Interact with internal stakeholders to make media buying recommendations, buy media and report on campaign performance;
- Work collaboratively with the creative agencies, brand team and content marketing team to produce best practice creative for optimum channel performance
- Collaborate with the Media Analyst, Web team and Digital Producer to optimise the web experience for site visitors acquired via digital media
- Develop and deliver communication strategies as part of the championing the innovation in the adoption of new media units, consulting with key stakeholders
- Any other duties as directed, commensurate with the scope and classification of the position

This role has staffing responsibilities and must therefore ensure staff and own adherence to University policies and procedures, including but not limited to those relating to equal opportunity, occupational health and safety, risk and financial management, privacy, staff development and staff performance planning and review.

ABOUT YOU

To be successful at Deakin you are willing to enthusiastically embrace the university's ambition as expressed in the Deakin University Strategic Plan and must share the University's values.

You will be a person who is ambitious for Deakin University's success and optimistic about its future; and will display diligence, have great resolve and a focus on producing results.

SELECTION CONSIDERATIONS

Training/Qualifications (or equivalent experience):

- Tertiary degree in marketing, multimedia, information technology, communications, or other related areas, and specialist knowledge in digital media buying and performance management. Or combination of relevant experience and/or education/training.

Experience

- Experience working in a media planning or buying position at an advertising or media agency preferred.
- Experience managing a holistic digital program of work is preferred.

Skills/Techniques

- Working knowledge of digital media tools and platforms
- Experience with ad platforms but most importantly Facebook/Instagram (LinkedIn, Twitter, Outbrain, Adwords etc)
- Experience with DSPs and programmatic marketing
- Working knowledge of digital media buying strategy and principles
- Detail oriented with a critical, analytical mind
- Ability to think on your feet, to be creative and talk knowledgeably about digital media and its implications on today's businesses
- Ability to structure media plans with consideration of the journey from awareness through to conversion, and balancing of tactical objectives.
- Relationship management experience in liaising with stakeholders at a variety of levels within an organization.
- Ability to work in collaboration with web experts to ensure media doesn't occur in isolation of the whole digital experience.

SPECIAL REQUIREMENTS

- Working With Children Check (refer to Recruitment Procedure)

DISCLAIMER

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.