

Position Description

Coordinator, Campaigns



Details

Area	Partnerships Portfolio
Team	Brand and Marketing Communications
Location	Burwood/Flexible, all campuses
Classification	HEW level 7
Manager Title	Manager, Campaigns and Social Media

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.

Deakin campuses sit on Wadawurrung, Wurundjeri, and Eastern Maar Countries, and the University acknowledges, values and deeply respects its connection with the Traditional Custodians and Elders past and present of these lands and waterways. Deakin is the most popular university destination in Victoria for Aboriginal and Torres Strait Islander students and has a rich history of supporting the ambitions of First Nations students, including through the NIKERI Institute (formerly the Institute of Koorie Education).

Deakin aspires to be Australia's most progressive university, with the principles of diversity, equity and inclusion underpinning our approach to education, research, employability, digital delivery, innovation, and partnerships for impact. Our vision is for an inclusive environment where we value and celebrate diversity, embrace difference and nurture a connected, safe and respectful community. We want Deakin to be a place where all staff and students feel included and respected for their unique perspectives and talents.

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

[Benefits of working at Deakin](#)

Overview

The Coordinator, Campaigns will support the Manager, Campaigns and Social Media in the development and execution of comprehensive, multichannel brand awareness, consideration and acquisition campaigns aimed at enhancing brand strength and driving growth among key target audiences. This role will oversee campaign execution, collaborating closely with internal experts across various marketing functions and the broader university, including teams in web, digital, communications, content, creative, events, product, and market insights. By effectively utilising owned, earned, and paid channels, the Coordinator, Campaigns will assist in delivering cohesive campaigns that promote Deakin's profile.

Reporting to the Manager, Campaigns and Social Media, the role will:

- Ensure the timely delivery of Deakin's key campaigns and initiatives using a variety of systems, processes and sources.
- Develop and execute creative and campaign briefs, and media plans with external agencies, ensuring all creative and advertising communicates effectively to the right audience, at the right time, with the right message.
- Create fresh, strategic copy, concepts, videos and graphics that align with Deakin's brand.
- Understand internal stakeholder needs and provide practical solutions aligned with university context and policies.
- Seek to continuously improve and apply critical learnings from projects and initiatives across the University.
- Plan and prioritise work and critical activities appropriately, recognise barriers to achieving outcomes, and find effective ways to deal with them and evaluates progress.
- Strive for quality and assist in establishing operational plans to support Deakin's objectives.
- Plan and oversee all aspects of the end-to-end project to deliver sustainable outcomes, value within constraints of time, cost and quality.
- Actively seek feedback from colleagues and stakeholders on things that are working well and areas for improvement.
- Build new and productive relationships with a diverse range of potential students, stakeholders or key and influential individuals both inside and outside the University.
- Strive for excellence and consult regularly with stakeholders to clarify who requires the information, the purpose for which it is required, criteria for success, and where and when advice and recommendations are needed.
- Measure and report on KPIs and campaign metrics.
- Engage in ongoing training and professional development to stay current with marketing trends and technologies.
- Assist in budget planning, allocation, and management for campaigns as needed.
- Develop inclusive campaigns that reflect and respect the diversity of the audience.

Accountabilities

- Distil the core issues from complex information and draw accurate conclusions and present logical arguments that address the core issues. Condense complex information and next steps into simple concise terms that others can understand.
- Draw on a diverse range of people, groups and resources to identify new ways of doing things and use knowledge of innovation principles to analyse current processes and practices.
- Establish and demonstrate a high level of learning, energy and commitment and welcome feedback from others and use this feedback to improve learning.
- Prioritise work and critical activities, evaluate progress, identify relevant solutions and select the most appropriate from the range of alternatives. Challenge existing processes by formulating creative and inclusive alternative solutions and benefits.
- Identify situations in which change is needed and understand and communicate the reasons for the change. Implement change through appropriate channels and overcome obstacles to change.
- Give balanced, constructive feedback that takes in to account individual capability and supports team performance. Ensure team members responsible for implementing work priorities have role clarity, the authority to act and feel empowered and supported to act. Implement strategies to promote positive emotional wellbeing across the team.
- Actively seek feedback from customers regarding their satisfaction with products or services received. Respond to feedback with openness and transparency and seek to identify ways to better service the customer.
- Build new relationships with key and influential individuals both within and outside the University.

Selection

- A Degree in Marketing or Communications with substantial subsequent relevant experience; or
- An equivalent combination of relevant experience and/or education/training.
- Proven experience in campaign coordination or a similar role.
- Strong understanding of multichannel marketing strategies and execution.
- Excellent copywriting and content creation skills.
- Proficient in project management with the ability to manage multiple priorities.
- Strong analytical skills and the ability to interpret data to inform decisions.
- Exceptional communication and interpersonal skills.
- Ability to work collaboratively with internal teams and external agencies.
- High level of creativity and attention to detail.
- Commitment to continuous improvement and personal development.
- Personal integrity and decision-making consistent with University values.
- Pragmatic and inclusive approach to problem-solving.
- Knowledge of marketing automation tools, CMS, CRM software, and analytics platforms (e.g., HubSpot, Google Analytics, Adobe Creative Suite).
- Understanding of SEO, SEM, and social media marketing.

Capabilities

- **Emotional Intelligence:** manages emotions to positively influence behaviour.
- **Collaborates:** cultivates collaboration across Deakin, strives for shared outcomes, builds partnerships.
- **Engages Other:** establishes effective relationships to achieve shared goals.
- **Delivers Outcomes:** creates clarity through governance, makes decisions that result in quality outcomes.
- **Innovates:** creates an environment where creativity and innovation are valued.
- **Improves Work:** proactively improves the efficiency and quality of processes and systems.

Special Requirements

- This position requires the incumbent to hold a current Working with Children Check
- This position may require the incumbent to occasionally work outside business hours
- This position may require the incumbent to travel from time-to-time within Victoria

Note The intention of the position description is to provide an outline of scope and responsibilities at a point in time. Please note, responsibilities may evolve in accordance with organisational needs.