



## POSITION DESCRIPTION

### MSPACE

Faculty of Business and Economics

## Campaign Manager

POSITION NO	0048793
CLASSIFICATION	UOM 7
SALARY	\$91,913 - \$99,495 p.a.
SUPERANNUATION	Employer contribution of 17%
WORKING HOURS	Full Time (1.0FTE)
BASIS OF EMPLOYMENT	Continuing
OTHER BENEFITS	<a href="http://about.unimelb.edu.au/careers/working/benefits">http://about.unimelb.edu.au/careers/working/benefits</a>
HOW TO APPLY	Online applications are preferred. Go to <a href="http://about.unimelb.edu.au/careers">http://about.unimelb.edu.au/careers</a> , select the relevant option ('Current Opportunities' or 'Jobs available to current staff'), then find the position by title or number.
CONTACT FOR ENQUIRIES ONLY	Lavinia Thurairatnam Telephone Contact: 03 9035 4874 Email: <a href="mailto:lavinia.thurairatnam@unimelb.edu.au">lavinia.thurairatnam@unimelb.edu.au</a> <i>Please do not send your application to this contact</i>

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[about.unimelb.edu.au/careers](http://about.unimelb.edu.au/careers)

## ***Position Summary***

The Campaign Manager will be responsible for driving the marketing and promotional outputs of the Melbourne School of Professional and Continuing Education (MSPACE). Working closely with the Marketing and Communications Manager, the Campaign Manager will develop marketing strategy & plans and will manage the design, development and execution of campaigns across digital, social and traditional platforms.

The role will require internal consultation and liaison with external agencies to prepare and execute media plans and the development of creative marketing material. The Campaign Manager will also be responsible for the analysis and evaluation of marketing activity to optimise ROI. As a key member of MSPACE and frequent liaison with many internal and external stakeholders, the Campaign Manager will exercise good judgement and advanced interpersonal skills to cultivate positive collaborative relationships and achieve timely, high quality delivery of marketing objectives. This will include management of key external relationships with contracted media and creative agencies.

The Campaign Manager will report directly to the Marketing and Communications Manager, who in turn reports to the Director, Marketing and Customer Service.

### ***1. Key Responsibilities***

- ▶ Plan, prepare and execute strategic marketing plans and campaigns for courses in the MSPACE portfolio;
- ▶ Oversee and work with a Marketing Coordinator to ensure campaigns are executed and optimised;
- ▶ Manage campaign budgets ensuring all campaigns are within budget;
- ▶ Oversee and coordinate the development of engaging creative content for print and online marketing activity through consultation with academics and collaboration with external agencies, marketing colleagues, graphic designers and video producers;
- ▶ Monitor and evaluate marketing activity success using the available analytics and qualitative data to prepare reports, improve existing campaigns and inform the design of future campaigns;
- ▶ Synthesise information from academics and market research to develop effective marketing strategies and messages;
- ▶ Contribute to a vibrant, innovative team culture through effective communication, consultation and staff mentoring;
- ▶ Demonstrate and constantly develop high-level communication, organisational and stakeholder management skills.
- ▶ Occupational Health and Safety (OH&S) and Environmental Health and Safety (EH&S) responsibilities as outlined in section 5.

### ***2. Selection Criteria***

#### **2.1 ESSENTIAL**

- ▶ A tertiary degree with relevant professional experience in integrated marketing acquisition campaigns across traditional and digital channels;

- ▶ A strong strategic background and demonstrated ability to interpret research, and undertake competitive analysis, segmentation and SWOT analysis in the context of overall strategic objectives to inform the development of marketing strategies & plans;
- ▶ Demonstrated ability to develop comprehensive, innovative and highly targeted marketing strategies and plans
- ▶ Experience in the analysis, evaluation and optimisation of marketing campaign effectiveness, including harnessing data driven insights to inform campaign development;
- ▶ Experience in developing effective briefs and evaluating creative concepts and campaigns as proposed by external agencies;
- ▶ Excellent verbal, written and interpersonal skills to deliver consistently high standards of business reporting and communications with stakeholders;
- ▶ Strong project management skills with the ability to manage many tasks at once, work under pressure and display initiative to deliver high quality outputs on schedule;
- ▶ Well-established organisational skills with a strong work ethic and initiative, commitment to continuous improvement, openness to new ideas and creative approaches to problem solving in complex settings.
- ▶ Demonstrated ability to oversee the work allocation of junior staff and provide guidance, direction and mentoring.

## 2.2 DESIRABLE

- ▶ Experience working in a large, complex environment managing marketing campaigns for a portfolio of products

## 3. Job Complexity, Skills, Knowledge

### 3.1 LEVEL OF SUPERVISION / INDEPENDENCE

The Campaign Manager will work under the direction of the Marketing and Communications Manager. This position requires a high degree of initiative, self-reliance and autonomy but will require a close working relationship with MSPACE Marketing Coordinators and Faculty Marketing Managers.

### 3.2 PROBLEM SOLVING AND JUDGEMENT

This position will require advanced time management, planning and problem-solving skills, including an ability to meet deadlines. The position operates in a complex, team-based development environment that often has competing priorities. The Campaign Manager will demonstrate sound, evidence-based judgements, and sophisticated problem solving and communication skills.

### 3.3 PROFESSIONAL AND ORGANISATIONAL KNOWLEDGE

The Campaign Manager must possess or develop an appreciation of global approaches to online higher education marketing and the perceptions of online education that must be considered in the marketing of such courses.

### 3.4 RESOURCE MANAGEMENT

The position will have responsibility for the supervision of Marketing Coordinator staff in MSPACE.

The Campaign Manager will be responsible for overseeing and coordinating strategic & operational aspects of MSPACE marketing and may supervise junior staff and/or interns

### 3.5 BREADTH OF THE POSITION

This position will interface with Faculties and Graduate Schools from the whole University to collaboratively design and deliver online learning solutions for graduate students. In this context, the Campaign Manager will often collaborate with academic and professional staff across the University to achieve marketing objectives. The Campaign Manager must develop and maintain strong, positive communication channels throughout the University community and with external stakeholders, such as agencies and industry partners.

## 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 BUDGET DIVISION

The Faculty of Business and Economics at the University of Melbourne has been preparing students for exciting and challenging careers in industry since 1924. We have developed an outstanding reputation, locally and internationally, for the quality of our teaching and research. The Faculty has an active board of business leaders, government representatives and community leaders who contribute to the implementation of our vision.

#### Organisational Structure

The Faculty is home to Melbourne Business School (MBS) and to six teaching and research departments:

- Accounting
- Business Administration
- Economics
- Finance
- Management and Marketing
- Melbourne Institute of Applied Economic and Social Research

The Faculty has the following student and academic support centres:

- Academic Support Office
- Student Employability and Enrichment
- Research Development Unit
- The Williams Centre for Learning Advancement

The Faculty is supported by the following Professional Services Units:

- Finance
- Human Resources (including OHS)
- Marketing and Communications
- Service Level and Facilities Management
- Quality Office

The faculty also hosts two University-wide initiatives:

- ▶ The Melbourne School of Professional and Continuing Education (MSPACE) which provides support to all Academic Divisions for their existing professional, continuing and executive education programs, and operates with a specific whole-of-institution mandate to significantly expand the University's professional, continuing and executive education offerings.

- ▶ The Melbourne Entrepreneurial Centre (MEC) which brings together a number of programs to focus a range of activities aimed at developing an entrepreneurial culture at the University of Melbourne.

### Our Programs

There are about 9,500 students enrolled in undergraduate and graduate degrees within the Faculty.

The Bachelor of Commerce is one of the most sought-after business courses in Australia. From 1 May 2013 all graduate programs in business and economics are offered through Melbourne Business School. Melbourne Business School offers a full suite of professional masters programs for those with little work experience right through to the MBA suite. It is also the home of leading research masters degrees and the PhD.

### Our Graduates

Since the Faculty was established it has produced over 53,000 graduates. Many of our alumni now occupy senior positions in business, government and academia, in Australia and around the world.

Further information about the Faculty is available at [www.fbe.unimelb.edu.au](http://www.fbe.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>