

**Position Description**

# Campaign Coordinator

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| **Position No:** | 50099984 |
| **Organisation Unit:** | Marketing Operations |
| **Campus/Location:** | Melbourne (Bundoora) |
| **Classification:** | Higher Education Officer Level 6 (HEO6) |
| **Employment Type:** | Continuing, Full-Time |
| **Position Supervisor : Number:**  **Reports positions: level:** | Manager, Campaigns TBC  0 reports |
| **Other Benefits:** | <http://www.latrobe.edu.au/jobs/working/benefits> |

Further information about:

La Trobe University - <http://www.latrobe.edu.au/about>

Jobs at La Trobe - <http://www.latrobe.edu.au/jobs>

# For enquiries only contact:

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**Position Description**

# Position Title Campaign Coordinator Position Context / Purpose

The primary purpose of this position is to:

* Coordinate and implement go to market strategies and campaigns which promote the value of La Trobe to a variety of audiences including prospective students and influencers
* This role is responsible for the planning, buying, reporting and optimising of all digital media channels in accordance with overall campaign objectives

The Marketing and Recruitment Division plays a key role in the development of customer growth and stakeholder engagement strategies across all available markets and channels including domestic, regional, international markets and online.

Marketing Operations provides integrated services with a focus on go-to-market strategies including: end-to-end campaign design and management, audience and experience management, brand strategy and management, sponsorship management and event management.

# Duties at this level may include:

* Performs work assignments and tasks guided by policies, precedence, objectives, professional standards and managerial expertise
* Executes multichannel digital media campaigns, using media buying technologies, from start to finish; media planning, strategy and setup, implementation, optimization, and contribute to reporting
* Manages day-to-day flow of programmatic inventory including pacing, performance, and troubleshooting in the open exchange
* Tracks campaign budgets within allocated project/area, regularly reviewing these to ensure that maximum value is delivered within the bounds of existing regulations, policies and procedures
* Ensures appropriate records and results are managed, monitored, maintained and utilised to influence future campaign and audience planning
* Advises on the analysis and interpretation of data, identifying trends and test solutions, sources additional related information where appropriate, and reports on progress, to support the resolution of issues/problems
* Liaising with media owners to develop a good understanding of product suites and media trends
* Effective and professional liaison with internal stakeholders and partner agencies, being cognisant of their requirements
* Identifies additional service requirements or service shortfalls and coordinates/designs the delivery of innovative solutions to maximise service quality, efficient and continuity

# Key Selection Criteria may include:

* Relevant degree in marketing, advertising or similar with subsequent relevant experience (minimum 2 years) within a digital media role. Technical account management / in-console experience with programmatic display and video, mobile advertising and paid digital media ad sales platform

o Experience with Adobe Ad Cloud is preferred but not essential

* Experience with the design, execution and reporting of paid media campaigns

o understanding of online ad serving concepts and platforms

o Experience with current and emerging ad formats

o Proven analytical capability and ability to interpret relevant data sources to build insightful data driven optimisations

* Demonstrated experience establishing benchmarks and managing performance metrics and budget tracking
* Demonstrated interest in keeping up with emerging technologies and the digital marketing landscape. Willingness and ability to learn new advertising tools
* Strong organisational skills and the ability to manage and prioritise projects consistent with an agreed strategy and deadline, including excellent problem-solving skills
* Proven communication and interpersonal skills

**Essential Compliance Requirements**

To hold this La Trobe University position the occupant must:

* hold, or be willing to undertake and pass, a Victorian Working With Children Check; AND
* take personal accountability to comply with all University policies, procedures and legislative or regulatory obligations; including but not limited to TEQSA and the Higher Education Threshold Standards.

**La Trobe Cultural Qualities**

Our cultural qualities underpin everything we do. As we work towards realising the strategic goals of the University we strive to work in a way which is aligned to our four cultural qualities:

* We are***Connected****:* We connect to the world outside — the students and communities we serve, both locally and globally.
* *We are* ***Innovative****:* We tackle the big issues of our time to transform the lives of our students and society.
* *We are* ***Accountable:*** We strive for excellence in everything we do. We hold each other and ourselves to account, and work to the highest standard.
* *We* ***Care:*** We care about what we do and why we do it. We believe in the power of education and research to transform lives and global society. We care about being the difference in the lives of our students and communities.

For Human Resource Use Only

Initials: Date: