

# Marketing Manager

## HEP Level 8

<b>POSITION NUMBER</b>	951947
<b>ORGANISATIONAL UNIT</b>	Brand and Marketing
<b>POSITION REPORTS TO</b>	Associate Director Marketing
<b>OVERALL PURPOSE</b>	The overall purpose of the Marketing Manager role is to manage the development, implementation, reporting and optimisation of marketing activity for Victoria University. This role specifically focusses on the delivery of School Leaver focused marketing activity, VU Social Media strategy, college specific projects and ad hoc activity.
<b>ORGANISATIONAL CONTEXT AND RELATIONSHIPS</b>	<p><b>Within the University the position:</b></p> <ul style="list-style-type: none"> <li>◆ works closely with other members of the Brand and Marketing Team.</li> <li>◆ works with all acts as a key point of reference for stakeholders across the University including Colleges, Major Partnerships and the wider Marketing team.</li> <li>◆ works closely with all stakeholders across the University to deliver position requirements.</li> <li>◆ supervises the Marketing Coordinator.</li> </ul> <p><b>Outside the University the position liaises with:</b></p> <ul style="list-style-type: none"> <li>◆ external digital and social agencies including; Media, Creative and Social Media agencies.</li> </ul>
<b>LOCATION/CAMPUS</b>	The position is currently located at the Footscray Park Campus of the University. The position and incumbent may be relocated to any other existing or future University work locations where it conducts its operations.

### KEY CAPABILITIES

Victoria University is committed to building core capability across VU through investment in our staff, our systems and our processes. We will develop the capabilities of our staff to:

**Deliver** – Excellence Results-driven, accountability, problem solving focus.

**Engage** – Customer service mind-set internally, externally and particularly for students.

**Collaborate and Partner** – Build successful relationships, communicate effectively, influence and negotiate.

**Innovate** – Entrepreneurship, growth, continuous improvement, digital transformation.

**Lead** – Inspire direction, lead change, manage and develop people.

## OUR ORGANISATION

Victoria University (VU) is a dual sector (higher education and TAFE) tertiary institution based in Melbourne, Australia. VU has academic colleges, each covering a broad discipline of study, and several research institutes and research centres. The University has campuses in Melbourne's CBD and western region, and a campus in Sydney and Brisbane. It also offers courses at partner institutions throughout Asia. Almost 43,000 students, including around 14,000 international students, study VU courses worldwide.

## ORGANISATIONAL UNIT

The Marketing portfolio is made up of four teams: Brand & Marketing, Media & Corporate Communications, Digital and UX, and Student Recruitment. This role is part of the Brand & Marketing team.

The Brand & Marketing team is comprised of four key functional areas: Brand & Content, Marketing Automation, Student Experience and Marketing. The purpose of the Brand and Marketing team is to drive Brand Awareness, Reputation and Student recruitment for Victoria University, by producing high quality marketing activity and campaigns throughout the year across all channels, including an integrated lead generation and lead nurture marketing automation program of work.

## MAJOR TASKS AND ACCOUNTABILITIES

- ◆ Manage the delivery of an annual program of multichannel campaigns for the allocated audience or key strategic area, meeting University/TAFE college/functional objectives.
- ◆ Manage the day-to-day relationships of the media, creative, and social media agency partners to develop robust and effective plans that support marketing and College objectives, and are delivered on time and to budget.
- ◆ Develop and deliver marketing projects that builds VU reputation amongst key target audiences and work with the content team to ensure alignment on strategy and deliverables.
- ◆ Provides expert and strategic marketing advice and support to key stakeholders in line with University strategic objectives.
- ◆ Support the Associate Director Marketing to devise and deliver marketing campaigns that support delivery of the VU/TAFE marketing strategy and improve key brand metrics.
- ◆ Manage the project development and deployment to deliver assets in market on time, on budget and on brand as per approved media plans. development and delivery of assets as per approved media plans, strategies, and budgets.
- ◆ Work closely with the Marketing Manager (Direct) and Marketing Manager (Performance) to deliver best practice TTL marketing for Victoria University, working to improve on benchmarks across channels and implement new ways to working to ensure success.
- ◆ Work closely with Colleges to implement an integrated approach to delivering campaigns that support their objectives and that aligned with the Brand & Marketing strategy.
- ◆ Work closely with the Marketing Automation team to support the implementation of automation strategy for International and college specific campaigns; using insights, data and recommendations to drive the customer experience.
- ◆ Develop and implement effective reporting both throughout and post campaigns that are designed to disseminate information to internal and external stakeholders relevant to their needs in relation to campaign activity.
- ◆ Develop and maintain a comprehensive understanding of VU's products and services and ensure this information is reflected in marketing activity.
- ◆ Closely monitor and understand trends of the Victoria University audiences and behaviours in terms of media consumption and channel engagement and use these insights to inform stakeholders internal and external to the institution.
- ◆ Participate and actively engage in planning processes to develop annual plans to meet University student load targets.
- ◆ Manage project budgets to ensure effective ROI and maximise reach to target audiences. Manage the development and performance of staff reporting to the position.
- ◆ Provide leadership and encourage teams to build a positive culture in the wider Brand and Marketing team.

## TYPICAL/MAJOR CHALLENGES

- ◆ Requires depth of expertise developed through extensive relevant experience and application.
- ◆ Planning and decision making requires integration of a range of University policies and external requirements.
- ◆ Required to achieve objectives operating within complex organisational structures
- ◆ Significant innovation, initiative and/or judgement is required.
- ◆ Review and evaluation of current practice and delivery to ensure ongoing relevance and achieve continuous improvement/excellence.
- ◆ High degree of independent decision making as well as collaborative decision making in consultation with others
- ◆ Works independently, prioritises work demands to respond to emerging University requirements.
- ◆ Share VU commitment to Equity and Diversity, Health and Safety, VU Values and Behaviours and model these for others.

## LEVEL OF SUPERVISION

Operates under broad direction from the Associate Director Marketing and will be required to manage other administrative, technical and/or professional staff.

## PROFESSIONAL AND ORGANISATIONAL KNOWLEDGE

- ◆ Extensive experience and strategic application marketing and media management and expertise related to implementation, optimising and reporting
- ◆ Extensive experience and understanding of marketing and media across all channels
- ◆ Experience with agency management, channel management and target audiences relevant to student recruitment and reputation building in the tertiary sector and recruitment of students
- ◆ Experience with the management and production of Social Media content
- ◆ Requires strong financial management skills
- ◆ Ability to apply judgement, creativity and flexibility to develop innovative ideas and approaches to solve complex problems within the scope of the role
- ◆ Good understanding of federal and State government legislation and policies related to the tertiary education sector and its impact in their area of responsibility.
- ◆ Multi-sector perspective and understanding of key issues in TAFE and HE

## KEY SELECTION CRITERIA

### Essential:

1. Knowledge or Training equivalent to: Post graduate qualifications or progress towards postgraduate qualifications and extensive relevant experience, or extensive experience and management expertise, or an equivalent combination of relevant experience and/or education.
2. Extensive digital marketing and paid media campaign management experience with a high level of technical knowledge
3. Demonstrated experience managing Social Media programs and digital marketing activity
4. Strong knowledge and experience integrating marketing automation conversion activity into digital marketing campaigns
5. Solid understanding of brand and reputation marketing, including how to apply brand governance across campaigns
6. Demonstrated ability to evaluate advertising and marketing opportunities in terms of their strategic importance and benefit aligned to marketing objectives and to implement comprehensive plans
7. Demonstrated ability to manage and track paid media campaign budgets, reporting back to team and wider business
8. Strong content writing and content marketing skills across multi-channel approach
9. Excellent interpersonal and communication skills (oral and written), influencing and negotiation skills, presentation and report writing skills, with the ability to provide accurate well-presented reports on complex issues
10. Demonstrated ability to work as an effective member of a team, demonstrating a collaborative approach, as well as the ability to exercise high levels of independence, judgement and initiative.
11. Demonstrated capacity to understand and comply with employer policy and practices in all aspects of work and conduct, including OH&S and Anti-Discrimination responsibilities and complete/attend relevant training.

### Desirable:

1. Experience working with Social Media platforms
2. Experience working with Google Analytics

# Organisational Chart

