

## JOB DESCRIPTION

**Position Title:** Senior Digital Marketing Specialist

**Position number:**

**Business unit:** Marketing Unit, UOW College

**Location:** Building 39A

**Reports to (title):** Marketing Manager

**TRF placement:**

### Primary purpose

The UOW College Senior Digital Marketing Specialist provides leadership and direction across all UOW College digital channels with a focus on student recruitment.

The role is involved in the development and implementation of multiple digital communications campaigns and projects including website design, social media strategies, search and display marketing (SEO and SEM with third party providers), analytics and tracking, online rich video content.

Taking direction from the UOWCA Marketing Manager, the Senior Digital Marketing Specialist ensures consistent application of the UOW Global Enterprises and UOW College Australia visual identities and brand voice on digital platforms, whilst also meeting the strategic goals of a range of internal stakeholders.

The role's success relies on the staff member managing multiple projects, juggling competing priorities, and ensuring that all UOWGE/UOWCA online content is accurate, current, and delivered as a user-friendly experience.

### Key responsibilities / accountabilities

*In order of importance, state the major responsibilities / accountabilities of the position, what is achieved and the approximate percentage of time involved.*

| Key responsibilities / accountabilities  | Outcome  |
|--|--|
| <b>1. Digital Campaign Management</b> <ul style="list-style-type: none"> <li>Work with UOWC Marketing Manager to plan, coordinate and implement digital marketing campaigns.</li> <li>Provide ongoing input into strategy development, keywords, landing pages, tracking and measurements towards objectives.</li> <li>Collaboration with UOWC Marketing team members to ensure effective campaign landing pages support campaign objectives.</li> </ul> | <p>Digital campaigns are continually optimized, regularly analysed and meet marketing objectives.</p> <p>Digital campaigns are clearly aligned with student recruitment KPI.</p> |
| <b>2. Website Leadership and Management</b> <ul style="list-style-type: none"> <li>Responsible for ongoing improvements and ensuring content remains up to date and accurate.</li> </ul>   | <p>UOW College website content remains accurate.</p>   |

## JOB DESCRIPTION

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| <ul style="list-style-type: none"> <li>Working with the UOWC Marketing to enhance and maintain UOW College digital branding including development of assets.</li> <li>Collection of and use digital analytics to ensure proper evaluation of work and constant improvement, ongoing optimisation of tracking and implementing changes (through Google Analytics, Google Tag Manager, SiteImprove etc)</li> <li>Working with IMTS Web Services team to ensure content publishing guidelines are adhered to.</li> <li>Ensure UOW College website, including content, meets accessibility and privacy guidelines.</li> <li>Identifying opportunities to leverage and optimise internal tools and technology to improve business processes.</li> </ul> | <p>UOW College website digital branding meets UOW College brand guidelines.</p> <p>Strategies align with organisational objectives and audience engagement.</p> |
| <p><b>3. Course Finder</b></p> <ul style="list-style-type: none"> <li>Take the lead role in the management of UOW College content on Course Finder &amp; Online Application Systems</li> </ul>   | <p>Accurate and current content on the UOWGE/UOWCA website</p>  |
| <p><b>4. Social Media</b></p> <ul style="list-style-type: none"> <li>Managing UOW College social media channels including development of content.</li> <li>Ensuring practice of social media protocols and online approval processes.</li> </ul>   | <p>Successful implementation of digital campaigns on time and on budget</p>   |
| <p>Actively demonstrate the UOW Global Enterprises Corporate Values (passion, innovation, integrity, collaboration, courage, excellence)</p>   |   |

### Inherent Requirements

This position description outlines the major accountabilities/responsibilities and the selection criteria against which you will be assessed as suitable for the position. As such there will be specific job requirements that we refer to as Inherent Requirements.

Inherent Requirements refer to your ability to:

- Perform the essential duties and functional requirements of the job;
- Meet the productivity and quality requirements of the position;
- Work effectively in the team or other type of work organisation concerned; and
- Do the job without undue risk to your own or others health, safety and welfare at work.

## JOB DESCRIPTION

If you have any injuries, illness, disorder, impairment, condition or incapacity that may affect your ability to perform the inherent requirements of the position, we encourage you to discuss this with the UOWGE to assist in the process of identifying reasonable adjustments to enable you to perform the duties of the position. UOWGE wants to place you in the best situation to use your skills effectively in the position you are applying for at UOWGE

### Other Responsibilities

1. Work health and safety responsibilities:
  - a. take reasonable care for your health and safety, and
  - b. take reasonable care that your acts or omissions do not adversely affect the health and safety of other persons, and
  - c. comply, so far as reasonably able, with any reasonable instruction that is given to ensure compliance with work health and safety legislation; and
  - d. co-operate with policies or procedures relating to health or safety at the workplace.
2. Observe principles and practices of Equal Employment Opportunity (EEO).
3. Declare any conflicts of interests that may arise during your employment to the People and Culture Department.
4. Evaluate, train, develop, and motivate staff. Demonstrate responsibility (applicable to managers / supervisors).

### Reporting Relationships

|   |   |
|---|---|
| Position Reports to:                              | Marketing Manager, UOW College Australia  |
| This position Supervises the following positions; | n/a   |
| Other Key Contacts                                | UOWC Marketing & Communications Coordinator,<br>UOWC School Liaison & Recruitment Officer, UOW<br>Strategic Marketing and Communications Unit<br>(SMCU), UOW Information Management and<br>Technology Services (IMTS) |

### Selection criteria – Education and Experience

#### Essential:

- A Bachelor's degree in marketing, digital media, graphic design, communications, information technology or a related discipline, or equivalent relevant experience.

### Selection criteria – Knowledge and Skills

#### Essential

- Excellent written and oral communication skills, attention to detail with an understanding key marketing communications principles.



## JOB DESCRIPTION

- Excellent problem-solving skills and desire to work collaboratively across all marketing functions in UOWC.
- Advanced knowledge, understanding and experience in the following marketing automation software and key marketing technology principles:
  - Search engine optimization and search engine marketing
  - Adobe Creative Suite,
  - Content Management Systems
  - Google Analytics for website analysis
  - Managing social networking platforms, such as Facebook and YouTube, for marketing purpose
- Demonstrated knowledge of basic HTML, JavaScript and CSS or skills to learn.

### Personal Attributes

- Ability to maintain the strictest levels of confidentiality at all times
- Has integrity and operates with transparency
- Resilient and adaptable to change
- Certified proof of right to work in Australia