POSITION DESCRIPTION

POSITION TITLE: Digital Marketing Coordinator
CLASSIFICATION LEVEL: Level 4

SCHOOL/OFFICE: Office of Marketing & Recruitment
DATE POSITION CLASSIFIED/UPDATED: July 2014

This position is first and foremost with Bond University and although this position is described as operating within a section of the university, it is a fundamental requirement of your position that the best interests of the university must be your priority at all times.

PURPOSE OF THE POSITION:

This position is responsible for the implementation of University digital campaigns across international and domestic markets.

The Digital Marketing Coordinator is responsible for the implementation of Bond’s digital strategy and online community management, managing engagement and interactivity with our audience, and fostering community spirit, developing and implementing integrated digital campaigns locally and internationally. This role coordinates with the MarComms, international recruitment, domestic recruitment and Faculty Marketing teams to ensure consistency in voice and cultivating a strong community around the brand across all online media.

Reporting to the Digital Marketing Manager, the Digital Marketing Coordinator will plan, schedule, implement and evaluate digital initiatives with the aim of creating student preference and driving leads for the University.

The incumbent will be an integral member of the Marketing & Communications team with responsibility for building effective digital campaigns, including media selection and scheduling, campaign messaging and creative execution. This role will be responsible for leveraging online activity across Marketing & Admissions and Faculty marketing initiatives, and is expected to work closely with other team members as well as representatives from Faculty Marketing, academic staff, and University recruitment staff as well as current and prospective students.

PURPOSE OF THE POSITION:

- To raise brand awareness and create student preference for Bond University in the online space
- Develop a fully integrated digital tactical plan that delivers on the digital strategy (as developed by the Digital Marketing Manager and General Manager Marketing & Communications)
- Implement the online community strategy, coordinating with stakeholders across the company to ensure its effectiveness and providing superior quality of customer service and support to our community with the help of various communication tools
- To plan, implement and evaluate digital campaigns
• To determine key messaging and develop creative briefs for tactical campaign executions
• To identify and facilitate opportunities to leverage online activity with Faculty and other business units
• To develop and foster positive relationships with suppliers and internal stakeholders to ensure efficient, effective delivery of campaigns in a timely and brand-consistent manner
• To support the execution of the University Marketing Strategy, under the direction of the General Manager – Marketing & Communications

REPORTING RELATIONSHIP:

This position reports to the Digital Marketing Manager:

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General Manager Marketing & Communications
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Digital Marketing Manager
     ↓
Digital Marketing Coordinator
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SELECTION CRITERIA:
• Tertiary qualifications in a communications or marketing discipline
• Minimum two years practical experience in the areas of marketing, copywriting and advertising
• Strong understanding of Internet marketing specifically online advertising and its inter-relationship with social media, SEM and website development.
• Outstanding written and verbal communication skills
• Demonstrated experience in maintaining brand standards
• A proven track record in a role that demanded self motivation, service-orientation, marketing and business development skills
• An ability to develop, nurture and manage positive working relationships and deliver excellent client service with both internal and external clients
• A demonstrated ability to project manage a range of projects and effectively prioritise competing demands
• Self motivated with proven ability to problem solve and meet deadlines with minimal supervision
• Excellent process-oriented organisational skills
• Exceptional accuracy and attention to detail
• Excellent Microsoft office experience (Word, Outlook, Excel, PowerPoint)
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<th>COMPETENCY:</th>
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| **Online Community Management** | • Implement the online community strategy, coordinating with stakeholders across the company to ensure its effectiveness and providing superior quality of customer service and support to our community with the help of various communication tools  
• Compile or generate compelling editorial content and manage a schedule of content for the site communities to engage with, and lead them into contributing their own high quality content across the entire online space  
• Moderate all User Generated Content according to the Moderation policy (to be developed), liaising with the  
• Manage communities located in social networking sites including Facebook, Twitter, and other similar social media outposts  
• Manage a Volunteer Hosting program and build an active community leader network  
• Regularly feedback insights gained from community monitoring into the Marketing and Recruitment teams to help them evolve their strategies in a timely fashion | • Develop effective benchmarks for measuring the growth of the community, and analyse, review, and report on effectiveness of new initiatives  
• Monitor trends in online community tools, trends and applications and report on required changes |
| **Online Campaigns** | • In consultation with the Digital and Communications Managers, develop and implement the annual online tactical plan  
• Develop and maintain campaign schedules to ensure all activity is strategic, integrated, targeted and measurable against clear campaign objectives  
• With the Digital Manager, manage the day-to-day relationship with the external advertising agency and media buying agencies (offline and online) to create effective domestic and international media plans  
• Source advertising options through the preferred media buying agencies  
• Online campaign strategy development, implementation and evaluation,  
• Develop creative briefs for the external advertising agency and internal designer team | • Campaign spend performance  
• Regular reporting on activity  
• Brand-consistent tactical executions |
| **Branding** | • Champion brand and ensure adherence to brand guidelines in all communication initiatives  
• Work with stakeholders to ensure compliance with brand across all mediums and communication channels  
• Champion the Bond University brand and facilitate integrated messaging and campaigns across University initiatives | • Adherence to brand guidelines  
• Attention to detail |
| **Market Research/Intelligence** | • Maintain an up-to-date knowledge of key markets and relevant demographics, and identify new or emerging markets.  
• Maintain an up-to-date knowledge of competitor activity. | • Target attainment |
| **Understanding of Quality Assurance** | • Staff should demonstrate an understanding of the principles of quality assurance and continuous improvement as they apply at Bond University.  
• Staff are expected to demonstrate an ongoing commitment to the Bond University Strategic Plan, university policy and to our quality assurance processes. | |
| **Understanding of Cultural Sensitivity** | • Staff will come into contact with staff and students from a variety of cultural backgrounds. It is expected that mutual respect, cultural awareness and cultural sensitivity will form the basis of the professional working relationship.  
• Staff are encouraged to attend a cultural sensitivity workshop to further enhance and develop cultural awareness and cultural sensitivity skills. | |
It is not the intent of this position description to limit the scope of this position in any way but to give an overview of this role at Bond University. You may at times be required to work at other tasks and areas as directed by the Management.

Position Held by:  

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Signed:  

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Date:  

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