



Position Description

Position Title: Digital Marketing and Campaign Manager	Classification: Bond Level 6
Faculty/School/Office: Office of Future Students	Date Position Classified/Updated: February 2024

Purpose of the Position:

The Office of Future Students at Bond University has a clear vision to raise the University's global reputation as a premium institution with a distinct value proposition, to generate growth opportunities and to encourage more students to consider, engage with, and ultimately choose to study at Bond University.

The Digital Marketing and Campaign Manager plays an integral role in bringing this vision to life. They will lead a range of strategies, campaigns and major projects to build brand desire and create preference for Bond amongst prospective students and their influencers. They will oversee the development and execution of creative and impactful multi-channel marketing campaigns that deliver student attraction and acquisition outcomes.

Working with a range of key stakeholders across the university, they will have exceptional communication and relationship management skills. The Digital Marketing and Campaign Manager will also drive marketing automation strategies and oversee major student recruitment marketing projects to enhance personalisation, reputation and engagement with prospective students.

The Digital Marketing and Campaign Manager will be an innovative and strategic marketer with strong digital and performance marketing skills, as well as a flair for data-driven strategies and experience in new marketing technologies. The role will work closely with the Senior Data and Marketing Insights Manager to monitor, analyse and report on campaign and marketing activities and provide recommendations for continuous improvement. They will also be highly involved in gathering and make sense of customer insights.

The Digital Marketing and Campaign Manager will lead the relationships with key external partners including the media and marketing automation agencies. The role will provide advice and support to the Associate Director of Marketing and Director of Brand and Marketing and will forge strong relationships with internal departments across the University. They will also work collaborative and effectively with the Associate Director, Brand and Content, the Director International and Director, Domestic Recruitment. They will also oversee the marketing strategies and plans for key and new product suites including Microcredentials.

Reporting Relationship:

This position reports to the Associate Director, Marketing.:

**Selection Criteria:**

- A university degree, preferably in marketing or a related field.
- Experience in developing and implementing fully integrated marketing campaigns that deliver measurable business outcomes.
- Experience in advanced marketing technologies including marketing automation (Marketo preferred) and marketing insights dashboards with the ability to implement new marketing technologies.
- Experience managing a high performing team.
- Demonstrated experience working effectively with external agencies and suppliers.
- Demonstrated knowledge of data-driven and performance marketing methods and highly developed reporting skills.
- Excellent data analytical skills, including the ability to generate insights, and measure ROI to inform decision making and improve the effectiveness of marketing investment.
- Demonstrated strategic planning skills with advanced campaign planning skills.
- Highly motivated, with the ability to adapt to, and to be a catalyst for change, and to embed a customer-centric and high-performance culture across the team.

Desirable Criteria:

- Higher education experience

Competency	Responsibility
Strategic Planning	<ul style="list-style-type: none">• Contribute to the development and implementation of a high-level strategic plan for the Marketing and function.• In consultation with the Director of Brand and Marketing and Associate Director of Marketing develop an annual implementation plan for the Digital Marketing and Campaign team.• Collaborate with key stakeholders, including the domestic and international recruitment teams to ensure priorities are captured within the annual plan.
Campaign Management	<ul style="list-style-type: none">• In consultation with the Associate Director of Marketing develop, implement and optimise strategic multi-channel campaigns to grow the volume of prospective student leads across all target segments.• Implement an impactful media plan across traditional and digital channels, analyse and drive media performance, manage the media agency relationship to drive KPIs and optimise media spend and performance.

	<ul style="list-style-type: none"> • Collaborate with relevant internal departments to develop compelling campaigns. • Work effectively with external agency partners to roll out campaigns on time and to budget.
Marketing Automation	<ul style="list-style-type: none"> • In collaboration with the Associate Director of Marketing, optimise the use of CRM and marketing automation technology to increase engagement with and enhance the experience of our audiences throughout decision-making journey. • Implement and optimise automated nurture, and conversion initiatives, and measure and adapt activities based on performance analysis. • Develop marketing automation strategies and innovations to improve engagement and the customer experience.
Data and Insights	<ul style="list-style-type: none"> • Monitor, report on and analyse marketing campaign results. • Collaborate with the broader OFS teams to maintain up-to-date knowledge of key markets, and ensure understanding of the needs, behaviours, drivers and trends of Bond's key audiences. • Maintain knowledge of competitor brand positioning and marketing activity. • Determine the ROI and effectiveness of all marketing investment and use learnings to develop and adapt marketing activities for continuous improvement.
Management	<ul style="list-style-type: none"> • Supervise a team of marketing staff to deliver the objectives identified in the strategic plan. • Identify training and professional development needs within the team, and identify opportunities for continuous improvement in process. • Undertake other HR duties as required. • Maintain a close relationship with Faculties and other University offices, and support building the internal reputation of the team as a central unit of expertise.
Budget	<ul style="list-style-type: none"> • Manage the budget for individual projects within Attraction team.
Understanding of Quality Assurance	<ul style="list-style-type: none"> • 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	<ul style="list-style-type: none"> • 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.
Understanding of WHS Responsibilities	<ul style="list-style-type: none"> • Maintain a safe workplace and follow safety directions and internal controls. Alert your Manager of WHS risks and be vigilant in observing safe practices. Understand WHS requirements in your work area. • All managers of staff are required to conduct risk assessments and implement controls accordingly as well as action safety audit results within the directed time frame. • Awareness of, and accountability for, WHS responsibilities in the work area and for the staff and contractors under your control (if applicable).

Note - the successful applicant will be required to produce a certified copy of their highest qualification received prior to commencement of duty.

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.