

## POSITION DESCRIPTION



### SECTION A: Position Context

<b>Position Title</b>	Assistant Manager, Digital Marketing
<b>Position Grade</b>	E3 – Assistant Manager
<b>Category</b>	Executive
<b>Campus / Unit</b>	Sarawak Campus – Future Students
<b>Term of Appointment</b>	Fixed-term Appointment
<b>Effective Date</b>	June 2025

### Position Purpose

The Assistant Manager, Digital Marketing is responsible for achieving the set targets and Key Performance Indicators (KPIs) of the unit. The position will work closely with the Manager, Marketing and student recruitment team to assist in the acquisition target for the pre-university and degree qualifications portfolio.

The position is responsible for assisting the Manager, Marketing to develop and implement strategies and tactics which build awareness and preference for Swinburne in domestic and international markets for the purpose of student recruitment.

This is a role that works across the whole University to provide a consistent, cohesive and strategic approach to marketing communications strategies of the University. Areas of responsibilities are inclusive of Marketing Communications, Public Relations, Publication and Content Development across domestic and international markets. These include working with Manager, Marketing to devise marketing plan with direct accountability for a sizeable budget, analysing and measuring the effectiveness of lead generation campaigns.

The position will support the Manager, Marketing to manage Swinburne Sarawak's public relations and communication plan, offline and digital strategies and the annual budget for the unit to deliver integrated campaigns which are cohesive, impactful and with a focus on student recruitment and brand health. The position works closely with academic and administrative staff at Swinburne Sarawak, as well as liaises with colleagues at Swinburne Australia to ensure consistency in branding, marketing and the efficient use of global resources.

As Swinburne Sarawak is expanding rapidly, the scope of responsibilities of the position is expected to grow accordingly.

### Participation in Committees

The position will be required to participate in relevant committees as is needed for the efficient performance of duties and as directed by the Manager, Prospect Experience; or Director, Future Students; or Pro Vice-Chancellor and Chief Executive Officer (Sarawak) – PVC&CEO (Sarawak); or any other person as assigned by an authorised personnel.

### Supervision Reporting Relationships

<u>This</u> positions' supervisor/manager	Manager, Prospect Experience
Other positions reporting to <u>this</u> position	Executive(s) and Officer(s)

### Location

This position is located at the Swinburne University of Technology Sarawak Campus.

## SECTION B: Key Responsibility Areas

The key responsibility areas are the major outputs for which the position is responsible and are not a comprehensive statement of the position's activities.

KEY RESPONSIBILITY AREAS		
1.	<b>COMMUNICATION AND DIGITAL CAMPAIGNS</b>	<ul style="list-style-type: none"> <li>Plan and execute communication strategies for Swinburne Sarawak, across all marketing channels.</li> <li>Plan and execute marketing communication materials for the University in line with overall University marketing strategies.</li> <li>Provide insights and support the Manager, Prospect Experience in developing sustainable communication strategies for the University.</li> <li>Work alongside student recruitment team to with regards to the use of Swinburne Brand in all publication and communication materials.</li> <li>Lead and implement the development of digital marketing campaigns based on defined and agreed-upon objectives.</li> <li>Spearhead and monitor the implementation of SEO and SEM campaigns.</li> <li>Manage and track the effectiveness of sponsored tactical online campaigns.</li> </ul>
2.	<b>MARKETING</b>	<ul style="list-style-type: none"> <li>Plan and execute annual strategic marketing and communications plan for the University to span across all communication media (online and offline) and reach appropriate target audiences, in both domestic and international markets with a focus on student recruitment outcomes.</li> <li>Track overall marketing performance and provide timely performance reports for each marketing campaign.</li> <li>Provide insights on the market trends and identify key growth opportunities in both domestic and international markets with a deep understanding of consumer behavior.</li> <li>Assist the Manager, Prospective Students in developing and managing the annual marketing budget.</li> </ul>
3.	<b>COMPLIANCE</b>	<ul style="list-style-type: none"> <li>Understand and comply with the University's rules and regulations especially for Finance related documentation and approvals with regards to marketing campaigns, purchases and travel.</li> <li>Ensure the University's communication materials are compliant with relevant external statutory requirements.</li> <li>Ensure the University's partners, representatives and other external parties are similarly compliant.</li> </ul>
4.	<b>STAFF MANAGEMENT</b>	<ul style="list-style-type: none"> <li>Assist Manager, Prospect Experience in developing performance plans, KPIs and monitor these against performances.</li> <li>Conduct annual performance reviews together with Manager, Marketing.</li> </ul>
5.	<b>FINANCIAL MANAGEMENT</b>	<p>In consultation with the Manager, plan and execute the annual budget including:</p> <ul style="list-style-type: none"> <li>Cost allocation by area and by activity.</li> <li>Monitoring of expenditure against budget on a quarterly basis.</li> <li>Review resource allocation as market conditions change and make recommendations to reallocate resources as necessary.</li> </ul>
6.	<b>RELATIONSHIP MANAGEMENT</b>	<p>EXTERNAL</p> <ul style="list-style-type: none"> <li>Work closely with the Manager, Prospect Experience to manage the University's relationships with relevant suppliers, agencies, government and statutory bodies, etc.</li> <li>Develop briefs and tenders and negotiate service level agreements and contracts to ensure the University receives optimal levels of service from these providers.</li> </ul> <p>INTERNAL</p> <ul style="list-style-type: none"> <li>Develop effective working relationships with Faculties, Schools, administrative staff and Swinburne Melbourne to facilitate communications and marketing processes and collaborate on projects where appropriate.</li> <li>Work closely with Student Recruitment to keep both units updated on activities and to ensure the department's KPIs and targets are met.</li> </ul>
7.	<b>OCCUPATIONAL HEALTH AND SAFETY (OHS)</b>	<p>Assist management in monitoring, measuring and reviewing performance of all OHSMS programmes including through the following:</p> <ul style="list-style-type: none"> <li>Coordinate the implementation of OHSMS and ensure compliance among all stakeholders particularly SUTS staff, students, contractors and visitors;</li> <li>Direct investigation of incidents and coordinate corrective actions as needed.</li> </ul>

KEY RESPONSIBILITY AREAS		
8.	<b>SWINBURNE VALUES AND CULTURE</b>	<ul style="list-style-type: none"> <li>• Commit to the Swinburne Values.</li> <li>• Conduct work professionally while demonstrating the Swinburne Values at all times.</li> <li>• Assist management in implementing the Swinburne culture and lead the team in embracing the Swinburne Values.</li> </ul>
9.	<b>OTHER DUTIES</b>	<ul style="list-style-type: none"> <li>• Advisory role to the University on marketing and communications related issues.</li> <li>• Any other duties as and when required and directed by the Manager, Prospect Experience; or Director, Future Students; or PVC&amp;CEO (Sarawak); or by any other person as assigned by an authorised personnel.</li> </ul>

## SECTION C: Key Selection Criteria

Application letters and/or resumes must address the Qualifications and Knowledge/Experience/Attributes sections under the key selection criteria.

<b>Qualifications:</b> Include all educational and training qualifications, licences, and professional registration or accreditation, criminal record checks etc. required for the position.		<b>Essential/ Highly Desirable/ Preferable</b>
1.	A Bachelor's degree in communications, marketing, media or any relevant discipline from a recognised institution with a minimum of 3 - 5 years of relevant working experience including one (1) year at supervisory level in leading a team of staff. Master's degree holders in relevant discipline can be considered.	Essential

<b>Experience/Knowledge/Attributes:</b> Required by the candidate to successfully perform the position's key responsibilities.		<b>Essential/ Highly Desirable/ Preferable</b>
1.	Working experience in marketing, consumer brand and managing a media and creative agency with a demonstrated understanding of the challenges and strategies of managing the agencies.	Essential
2.	Demonstrated expertise in the formulation of integrated annual marketing strategies and tactics.	Essential
3.	A strong understanding of digital marketing concepts and experience in strategy and implementation in the areas of Search, Social, Customer Relationship Management platform (CRM), and Content across paid, owned and earned platforms.	Essential
4.	Excellent written and spoken English with the ability to clearly present ideas.	Essential
5.	Demonstrated experience and ability to manage and mentor staff with a diverse set of skills and personalities.	Essential
6.	Excellent computer skills including advanced knowledge of Microsoft Office software and digital marketing software.	Essential
7.	Excellent interpersonal skills with ability to communicate and negotiate with people at all levels.	Essential
8.	Demonstrated ability to work effectively in dynamic and entrepreneurial environment with the ability to manage and deliver on multiple, time-sensitive projects.	Essential
9.	Ability to act with discretion on matters of confidential nature and manage business stakeholders in a mature and professional manner.	Essential
10.	Ability to work extra hours and on weekends as required to complete assigned tasks towards the achievement of the unit's targets and KPIs.	Essential
11.	Knowledge of the Malaysian and global education system and an understanding of key issues relating to the marketing and provision of private tertiary education in Malaysia and globally.	Highly Desirable
12.	Excellent written and spoken Bahasa Malaysia, Mandarin or Hindi.	Highly Desirable

### Applications:

The application must also include a separate document addressing each applicable element of the Key Selection Criteria (as listed in Section C above).