

POSITION DESCRIPTION



SECTION A: Position Context

Position Title	Executive, Digital Marketing
Position Grade	E2
Category	Executive
Campus / Unit	Sarawak Campus - Marketing and Student Recruitment
Term of Appointment	Full – time Appointment
Effective Date	March 2024

Position Purpose

The University desires to expand the use of digital marketing for the primary purpose of student recruitment through search, content, social media and all other digital platforms to increase lead generation and management with an ultimate aim of conversion through enrolment.

The University aims to maintain a very high profile in its target markets through advertising the Swinburne brand to grow awareness, preference and recommendation. This position will lead the performance marketing and website management needs of the University. It is anticipated that Swinburne Sarawak will expand rapidly and that the responsibilities and scope of the position will grow accordingly.

This position is responsible for all digital marketing activities for the University with a key focus on digital lead generation and management, website management and the customer relationship management platform (CRM). This includes:

- providing a 'whole of university' approach to developing a digital marketing strategy;
- employing "growth-hacking" marketing strategies to increase return-on-marketing-investment;
- exploring new and innovative ways of increasing quality leads for the Student Recruitment team; and
- managing and analysing data in the CRM to make decisions about lead generation campaigns.

The position works closely with academic and administrative staff at Swinburne Sarawak and liaises with staff at other Swinburne campuses to ensure consistency in corporate style and efficient use of resources.

Participation on Committees

As directed by the Manager, Marketing or Director, Marketing and Student Recruitment or any other person assigned by the Manager, Marketing or Director, Marketing and Student Recruitment. All staff members are encouraged to participate in Committees, in support of the University's functions and events.

Supervision Reporting Relationships

This position's supervisor/manager	Assistant Manager, Communications and Digital Marketing
Other positions reporting to this position	Officer(s), Digital Marketing

Location

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

SECTION B: Key Responsibility Areas

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

KEY RESPONSIBILITY AREAS		
1.	MARKETING PLANNING	<p>Lead in collaboration with the Manager:</p> <ul style="list-style-type: none"> • Provide advice to the management staff in matters relating to the promotion of the University's digital platforms. • Produce digital-led, integrated marketing plans for the University across paid, owned and earned platforms.
2.	DIGITAL MARKETING MANAGEMENT	<ul style="list-style-type: none"> • Implement and manage the digital marketing plan for the year whether individually, as a team or through an agency. • Monitor the performance of marketing campaigns constantly with a focus on reducing the Cost Per Lead. • Responsible for leading and implementing the development of marketing campaigns based on defined and agreed-upon objectives. • Responsible to drive SEO, SEM campaigns. • Responsible to drive the implementation of sponsored tactical online campaign.
3.	PLATFORM MANAGEMENT	<ul style="list-style-type: none"> • Responsible for the operations and management of the University's websites and all digital platforms related to Marketing and Student Recruitment. • Responsible for managing the marketing functionality of the CRM. • Responsible for all the digital marketing platforms and subscriptions.
4.	STUDENT RECRUITMENT	<ul style="list-style-type: none"> • Prepare and implement, in collaboration with other relevant Marketing and Student Recruitment staff, specific recruitment strategies adapted to the needs of each designated market. • Contribute to the achievement of student enrolment through effective implementation of marketing strategies and activities. • Develop digital marketing strategies for student recruitment for the University.
5.	LIAISON AND INTERACTION	<ul style="list-style-type: none"> • Collaborate with colleagues to utilise synergies in marketing.
6.	MARKETING REPORTING	<ul style="list-style-type: none"> • Maintain appropriate records and budgets for all activities, and produce regular progress reports. • Monitor and manage effective use of analytics for reports and decision making. • Provide regular market intelligence and competitor reports.
7.	OCCUPATIONAL HEALTH AND SAFETY (OHS)	<p>Assist management in ensuring compliance of all OHS legal and procedural requirements by various stakeholders, including through the following:</p> <ul style="list-style-type: none"> • Execute OHS requirements in respective work areas; • Maintain cleanliness, good housekeeping and overall safe work environment; and • Undertake immediate correction and improvement action on any non-compliance practices, and report all OHS related injuries, ill health or incidents to the OHS section.
8.	SWINBURNE VALUES AND CULTURE	<ul style="list-style-type: none"> • Commit to the Swinburne Values. • Conduct work professionally while demonstrating the Swinburne Values at all time. • Assist management in implementing the Swinburne culture and lead the team in embracing the Swinburne Values.
9.	OTHER DUTIES	<p>Any other duties as and when required by the Manager, Marketing; or Director, Marketing and Student Recruitment; or Pro Vice-Chancellor and Chief Executive Officer (PVC&CEO); or any other person as assigned by the Director or by an authorised personnel.</p>

SECTION C: Key Selection Criteria

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

Qualifications: Include all educational and training qualifications, licences, and professional registration or accreditation, criminal record checks etc. required for the position.		Essential / Highly Desirable / Preferable
1.	A Bachelor's degree in a relevant discipline from a recognised institution with at least three (3) years of relevant work experience. Master's degree holders in relevant discipline can be considered.	Essential

Experience / Knowledge / Attributes: Required by the appointee to successfully perform the positions key responsibilities.		Essential / Highly Desirable / Preferable
1.	Minimum of three (3) years of relevant working experience - including in managing a WordPress website, programming / software engineering and design software like Adobe Photoshop.	Essential
2.	Demonstrated capability in planning, implementing and managing Search Engine Marketing campaigns on Google and Social Media Marketing on Facebook, Instagram, Twitter, and LinkedIn.	Essential
3.	Demonstrated competency in using Analytics software like Google Analytics and Google Tag Manager.	Essential
4.	Demonstrated proficiency in creating marketing analytics reports.	Essential
5.	Demonstrated competency in growing e-mail marketing lists and planning, implementing and managing e-mail marketing campaigns.	Essential
6.	Demonstrated proficiency in Search Engine Optimisation.	Essential
7.	A level of maturity consistent with the requirements of the position for independent work and initiative.	Essential
8.	Excellent interpersonal skills and demonstrated ability to work effectively in a consultative, cross-cultural and team environment.	Essential
9.	Good communication skills, in written and spoken English and Bahasa Malaysia with the speed and tenacity required for marketing and communications in today's always-on, high-speed world.	Essential
10.	Demonstrated competency in community management and content creation for social media platforms across Facebook, Twitter, YouTube, Instagram and LinkedIn.	Highly Desirable
11.	Three (3) years of relevant work experience with digital marketing certifications from reputable organisations such as Google.	Highly Desirable
12.	Knowledge of the Malaysian education system and an understanding of the key issues relating to the marketing and provision of private tertiary education in Malaysia.	Highly Desirable