

Position Description – Digital Recruitment Coordinator

Updated 27 January 2023

POSITION DETAILS	
Portfolio	Portfolio of the Vice-Chancellor
Organisational Unit	Office of Communication, Marketing and Engagement
Supervisor (Title)	Marketing Projects Lead
Classification	Higher Education Officer Level 6
Employment Type	Fixed term, full-time

POSITION SUMMARY
<p>Working under general to broad direction, the Digital Recruitment Coordinator is responsible for the development and implementation of digital marketing plans and campaigns across the University's platforms including websites, social media and email (Marketo).</p> <p>The position contributes to the facilitation and management of enquiries, development of digital/EDM campaigns and engagement with prospective domestic students.</p> <p>Initially the role will focus on the campaigns for Festival Plaza in support of the marketing, communications, and engagement strategy.</p> <p>Key to this is understanding consumer journeys, designing websites and digital content that enhance the customer experience, personalise content through targeted campaigns and using data and analytics to report, optimise and meet KPIs.</p>

UNIVERSITY EXPECTATIONS AND VALUES
<p>All staff at Flinders are responsible for understanding their obligations and responsibilities as set out in the University's code of conduct and are expected to:</p> <ul style="list-style-type: none"> demonstrate commitment to the University's values of Integrity, Courage, Innovation, Excellence, and the underlying ethos of being Student Centred; contribute to the efficient and effective functioning of the team or work unit to meet the University's objectives. This includes demonstrating appropriate and professional workplace behaviours, providing assistance to team members, if required, and undertaking other key responsibilities or activities as directed by one's supervisor; promote and support an inclusive workplace culture which values diversity and embraces the principles of equal opportunity; perform their responsibilities in a manner which reflects and responds to continuous improvement; and familiarise themselves and comply with the University's <i>Work Health and Safety, Injury Management and Equal Opportunity</i> policies. <p><i>A National Police Certificate which is satisfactory to the University will be required by Flinders University before the successful applicant can commence in this position.</i></p> <p><i>An up to date COVID-19 vaccination may be required as a condition of employment, in accordance with the Flinders University COVID-19 Vaccination Policy (2022). If required, any offer of employment will be subject to the successful candidate presenting their COVID-19 Digital Certificate as evidence of vaccination or showing evidence of a valid medical exemption, where relevant.</i></p>

KEY POSITION RESPONSIBILITIES

The Digital Recruitment Coordinator is responsible for:

1. Collaborating with the marketing and student recruitment teams, support engagement with prospective students through the development and implementation of compelling digital campaigns that contribute to achieving business outcomes.
2. Contributing to customer journey mapping and persona development to inform digital and marketing automation plans to inform innovative, accurate and engaging landing pages, microsites, and other digital platform solutions to integrate and maximise other campaigns and initiatives, capture data and achieve goals.
3. Developing, maintaining and improving digital systems and platforms including Customer Relationship Management/Marketing Automation (CRM/MA) to ensure ongoing and positive engagement and customer experience with prospective domestic students, including designing EDMs for student recruitment and engagement campaigns and other digital assets utilising University and industry best practice.
4. Working with the Creative Studio, content producers and copywriters to develop compelling content to support marketing automation campaigns.
5. In collaboration with the Digital Team, improving search engine optimisation and search engine marketing.
6. Undertaking A/B testing and multivariant testing to test digital marketing and automation campaigns utilising Adobe Target, Marketo and paid campaigns.
7. Using Marketo and CRM data to identify warm and hot leads and facilitate further nurturing and conversion action with the student recruitment team.
8. Regular digital reporting to track campaign and student recruitment performance.
9. In partnership with the student recruitment team, maintaining an internal knowledgebase and standard operating procedure documentation, including frequently asked questions and templated responses, to ensure consistent messaging and advice is provided to prospective students.
10. Lead and support staff training in the use of CRM/MA systems through the development of training guides, standard operating procedures, as well as ongoing provision of advice and help.
11. Supporting activities to upgrade and integrate CRM/MA systems and data, and continually advance data management and business intelligence reporting capabilities.
12. Any other responsibilities in line with the level of the position as assigned by the Supervisor and/or the University.

KEY POSITION CAPABILITIES

- Tertiary qualifications in marketing or related field or demonstrated equivalent skills and experience.
- Demonstrated ability in the delivery of creative, innovative, integrated digital campaigns that deliver measurable outcomes with a specific focus on student recruitment.
- Demonstrated experience in a marketing and or sales environment, with a focus on delivering excellent customer service and achieving business outcomes.
- Demonstrated knowledge of and experience in digital marketing and marketing automation, including SEO and SEM, preferably within a complex organization.
- Demonstrated ability to work independently, as well as working collaboratively as part of a team, exercise initiative, judgement and problem-solving skills, and interpret and apply relevant policies and procedures.
- Evidence of capacity to learn quickly, be technology savvy and stay current on changing product features and services.

- Demonstrated organisational skills and an ability to prioritise workload to meet deadlines and manage multiple projects concurrently without compromising on outcomes.
- Well-developed written and oral communication skills including experience in providing training for groups and individuals as it applies to technology and business processes and the ability to write reports and discussion/briefing papers for a range of audiences.
- A commitment to excellence and the principles of continuous improvement and ability to develop and deliver plans, measure outcomes and report on potential improvements for the future.
- Knowledge of Adobe Experience Manager and Marketo will be an advantage.
- An understanding of the Australian higher education sector is desirable.