

## Position Description – *Digital Marketing Manager*

Updated 11/02/2026

POSITION DETAILS	
Portfolio	Deputy Vice-Chancellor (Students)
Organisational Unit	Marketing and Student Recruitment
Supervisor (Title)	Director, Digital & Customer Experience
Classification	Higher Education Officer Level 8
Employment Type	Continuing, full-time

POSITION SUMMARY
<p>The Digital Marketing Manager plays a key role in leading the University's integrated digital marketing strategy across domestic and international audiences, driving full-funnel performance from awareness through to conversion and re-engagement. The role brings together paid media, web, CRM, content, email, social and other channels to deliver cohesive, high-impact digital journeys aligned to the University's strategic priorities.</p> <p>Under broad direction, this position partners with stakeholders across the University to set strategy and drive execution of data-led, innovative digital marketing initiatives, providing leadership in optimisation, automation and personalisation, building team capability and delivering measurable growth.</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"> <li>demonstrate commitment to the University's values of Integrity, Courage, Innovation, Excellence, and the underlying ethos of being Student Centred;</li> <li>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;</li> <li>promote and support an inclusive workplace culture which values diversity and embraces the principles of equal opportunity;</li> <li>perform their responsibilities in a manner which reflects and responds to continuous improvement; and</li> <li>familiarise themselves and comply with the University's <i>Work Health and Safety, Injury Management and Equal Opportunity</i> policies.</li> </ul> <p><i>A Nationally Coordinated Criminal History Check (NCCHC) which is satisfactory to the University will be required by Flinders University before the successful applicant can commence in this position.</i></p>

### KEY POSITION RESPONSIBILITIES

The Digital Marketing Manager is accountable for:

1. In partnership with the Director, Digital & Customer Experience, and the CX team, leading the development and delivery of an integrated digital marketing strategy across domestic and international audiences, aligned to the University's priorities and global growth goals.
2. Owning full-funnel performance across awareness, consideration, long-lead nurture, conversion and re-engagement.
3. Establishing and evolving an omnichannel approach that connects paid media, web, CRM, content, email and social into cohesive, end-to-end journeys.
4. Leading the Digital Marketing team to design and deliver multi-touch, behaviour-led nurture journeys that respond dynamically to intent, context and market signals.
5. Driving continuous improvement in lead generation, conversion efficiency and campaign effectiveness through customer-insight, market intelligence, attribution and experimentation.
6. Fostering a one-team, cross-functional approach to develop and deliver integrated activity that supports prospect management and drives both short-term performance and long-term brand and pipeline growth.
7. Defining and embedding clear performance frameworks, KPIs and dashboards to measure effectiveness across channels and markets.
8. Owning the optimisation roadmap across digital channels, including CRO, A/B and multivariate testing to improve conversion and experience quality.
9. Providing strategic and hands-on leadership of marketing automation and personalisation platforms (e.g. Marketo, Adobe Target, Microsoft Dynamics), ensuring they are used to their full capability.
10. Testing, adopting and scaling new tools, technologies and approaches (e.g. AI, automation, personalisation, emerging media formats).
11. Overseeing digital marketing compliance with the ESOS Act 2000, National Code 2018 and associated standards, ensuring compliance and audit readiness.
12. Leading, mentoring and developing a high-performing digital marketing team, setting clear direction, accountability and high standards.
13. Acting as a centre of excellence for digital marketing and automation, partnering across Marketing, Web, IDS and Student Recruitment to uplift capability and deliver cohesive end-to-end experiences.
14. Any other responsibilities in line with the level of the position as assigned by the Supervisor and/or the University.

### KEY POSITION CAPABILITIES

- Progress towards postgraduate qualifications in a relevant area, and extensive relevant experience; or an equivalent combination of relevant experience and/or education and/or training.
- Extensive experience specifically in leading digital marketing in complex, high-consideration environments (e.g. education, financial services, B2B, subscriptions, travel, health.)
- High-level understanding of omnichannel marketing and how channels work together across extended decision journeys.
- Demonstrated experience across performance marketing, lifecycle marketing, marketing automation, CRM integration, paid and social channels and content management systems.
- Demonstrated experience designing and delivering long-lead, multi-touch nurture programs across domestic and international audiences, highly desirable.

- Demonstrated experience managing complex customer journeys and multi-channel digital projects with multiple stakeholders.
- Highly adept at bridging strategy, execution, and optimisation, demonstrating initiative, sound judgment, and advanced problem-solving skills.
- Proven track record of driving measurable growth through digital channels by leveraging optimisation techniques and data-driven decision-making.
- Demonstrated leadership experience in building team capability, fostering mentorship, and inspiring high performance across diverse teams.
- Proven exceptional stakeholder engagement, with strong influencing and communication skills to align priorities and deliver impactful outcomes.
- Naturally curious, data-informed, and customer-centric, with a relentless focus on achieving results.
- Proven ability to balance innovative thinking with pragmatic execution to deliver sustainable, high-value outcomes.
- Experience operating within highly regulated environments, demonstrating an ability to balance customer experience, commercial outcomes and compliance requirements (e.g. banking, financial services, airlines, health, utilities), is *highly desirable*.
- Familiarity with the higher education sector is advantageous, though not essential.