

Position Description – Marketing Automation Specialist

Updated 10/05/2024

POSITION DETAILS	
Portfolio	Deputy Vice-Chancellor (Students)
Organisational Unit	Marketing and Student Recruitment
Supervisor (Title)	Digital Marketing and Automation Lead
Classification	Higher Education Officer Level 7
Employment Type	Fixed-term, full-time

POSITION SUMMARY
<p>Under broad direction, the Marketing Automation Specialist will play an important role as part of a team responsible for the implementation and optimisation of digital marketing campaigns that support the University's marketing and student recruitment objectives.</p> <p>Reporting to the Digital Marketing and Automation Lead, the Marketing Automation Specialist will work towards ensuring the University's Customer Relationship Management platform (CRM) and other third-party tools are utilised in order to deliver optimal, targeted and personalised messages to the right people at the right time in their journey.</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 Marketing Automation Specialist is accountable for:

1. Collaborating with the various marketing teams to understand business goals and develop strategies for using email marketing to achieve goals efficiently.
2. Designing, building and managing email marketing campaigns with varying complexities and sizes to nurture prospective students and convert them into students. This involves creating workflows, setting up triggers and monitoring campaign performance.
3. Managing collaborative efforts with the creative studio, digital content producers, and student recruitment team to curate relevant content and produce high-quality assets tailored for various campaign initiatives.
4. Liaising, and following up, with teams to ensure relevant data is received and utilised for campaigns.
5. Collaborating with IDS to ensure seamless integration between marketing automation platforms and other systems such as CRM systems, content management systems (CMS), and analytics tools to enable efficient data flow and unified reporting.
6. Reviewing analytics to extract insights about campaign performance and making recommendations for improvements.
7. Based on data analysis, leverage A/B testing, adjust campaign workflows, refine audience segmentation, or tweak messaging to continuously optimize marketing campaigns to improve performance metrics such as open rates, click-through rates (CTR) and return on investment (ROI).
8. Taking responsibility for troubleshoot technical issues and provide guidance on best practices.
9. Developing, maintaining, and improving functionality to ensure the University complies with cyber security and data protection regulations.
10. Keeping abreast of emerging trends, email marketing best practice, higher education sector trends and new systems and features.
11. Any other responsibilities in line with the level of the position as assigned by the Supervisor and/or the University.

KEY POSITION CAPABILITIES

1. Tertiary qualifications in Business, Communications, Marketing, Information Management and Systems or a related discipline with subsequent relevant experience or an equivalent combination of professional experience and/or education and/or training.
2. Extensive experience in a marketing and/or recruitment environment, with a focus on achieving business outcomes.
3. Demonstrated knowledge of and experience in digital marketing/marketing automation, and CRM systems, preferably within a complex organization.
4. Demonstrated well-developed to high-level administrative skills and strong attention to detail, including the ability to problem-solve, meet tight deadlines and prioritise tasks.
5. Capability to manage, extract and analyse organisational information and data in order to report on outcomes.

6. Demonstrated capacity and ability to learn quickly, be technology savvy and stay current on changing product features and services.
7. Well-developed to high-level written and oral communication skills including experience in writing communications for different audiences as well as providing training for groups and individuals as it applies to technology and business processes.
8. Well-developed to high-level interpersonal skills, self-motivated and ability to communicate effectively with stakeholders at various levels.
9. Demonstrated ability to work independently, as well as working collaboratively as part of a team, exercise initiative, judgement and apply relevant policies and procedures.
10. Experience using Marketo (*Desirable*).

FLINDERS