

Associate Director, Digital Strategy And Performance Optimisation

The University of Melbourne • Melbourne VIC 3004

 Base pay
\$0 - \$0

 Work type
Full Time

 Contract type
Permanent

Perks

SALARY PACKAGING

Skills

MARKETING

DIGITAL CAMPAIGN

DIGITAL STRATEGY

ORGANIC SEARCH

PACKAGING

SEARCH ENGINE MARKETING

SEARCH ENGINE OPTIMIZATION

Full job description

ASSOCIATE DIRECTOR, DIGITAL STRATEGY & PERFORMANCE OPTIMISATION Job no: 0052652 Work type: Continuing Location: Parkville Division/Faculty: Chancellery Department/School: Strategy and Culture Salary: Senior Manager 1 Role & Superannuation rate: Senior Manager Full Time 9.5% or 17% About University Communications and Marketing at The University of Melbourne The Universitys Communications and Marketing function provides strategic, advisory and operational services to support the academic mission and the University strategy. It fosters a culture of best practice and collaboration across the Universitys communication and marketing teams and stakeholders and uses data-driven insights to inform decision-making across the University. About the role As Associate Director, Digital Strategy & Performance Optimisation, you will be responsible for developing, managing and delivering the UC&M digital strategy aligned to the Universitys strategic plan; the management of performance reporting and co-ordinating

Job details

 Date posted
11 Jun 2021

 Expired On
14 Jul 2021

 Category
Marketing & Advertising

 Occupation
Digital Search Marketing

 Base pay
\$0 - \$0

 Contract type
Permanent

 Work type
Full Time

 Job mode
Standard/Business hours

 Work Authorisation
AUSTRALIAN CITIZEN / PERMANENT RESIDENT

ongoing optimisation of related activity. Your responsibilities will further include: building our digital capability including the development and alignment of marketing tech strategy in close collaboration with Business Services, Digital Transformation Office and across Communications and Marketing. You will also work on the enablement and adoption of best practice digital and data-driven marketing as well as creating and optimising digital opportunities. This position will be accountable for tracking performance to ensure transformation of digital channels ensuring best in class digital performance to achieve University objectives. This position will lead a team of high performing professionals in the Strategy, Performance & Optimisation team.

About you

You will have:

- * Extensive work experience within relevant marketing and communications field (preferably within higher education sector) and post graduate qualification in relevant discipline.
- * Expert knowledge of digital delivery in an Agile environment
- * Expert and in-depth knowledge of digital marketing including search engine marketing (SEM); organic search engine optimisation (SEO); display; video (AV); email/SMS; programmatic and custom audiences
- * Demonstrated deep functional expertise in the leadership and management of complex, strategic functions within a large and complex organisation
- * Proactively manages to or below assigned budget, with recommendations to delivering more effective outcomes from financial pool

Benefits

- * Maximise your benefits through our Salary Packaging scheme
- * Flexible family friendly policies, providing generous leave and working conditions
- * The opportunity to work in a culturally rich environment
- * A substantial discount to eligible staff and their immediate families in undertaking further studies at the University of Melbourne