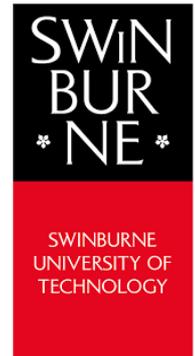


# POSITION DESCRIPTION



## SECTION A: Position Context

<b>Position Title</b>	Officer, Digital Marketing
<b>Position Grade</b>	E1 - Officer
<b>Category</b>	Executive
<b>Campus / Unit</b>	Sarawak Campus – Marketing and Student Recruitment
<b>Term of Appointment</b>	Full-time appointment
<b>Effective Date</b>	June 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 support these marketing and communications 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 will contribute significantly to all digital marketing activities related to student recruitment for the University with a key focus on digital lead generation and management via advertising on paid, owned and earned platforms. The activities including:

- provide a 'whole of university' approach to developing a digital marketing strategy;
- develop copy for digital advertising;
- employ "growth-hacking" marketing strategies to increase return-on-marketing-investment;
- explore new and innovative ways of increasing quality leads for the Student Recruitment team; and
- update and maintaining websites belonging to the university or as assigned.

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

The position will be required to participate on relevant committees as and when is needed for the efficient performance of duties and as directed by the Executive, Digital Marketing; or Assistant Manager, Communications and Digital Marketing; or Manager, Marketing; or Director, Marketing (Interim Line Management); or by an authorised personnel.

## Supervision Reporting Relationships

<u>This</u> positions' supervisor/manager	Executive, Digital Marketing; or any other person as assigned by an authorised personnel
<u>This</u> position's subordinates	None

## 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.	<p><b>MARKETING PLANNING</b></p> <ul style="list-style-type: none"> <li>Support the Executive, Digital Marketing in developing annual and quarterly digital marketing plans, with an integrated marketing approach for the University.</li> </ul>
2.	<p><b>MARKETING MANAGEMENT</b></p> <ul style="list-style-type: none"> <li>Implement and manage the marketing plan for the year whether individually, as a team or through an agency.</li> <li>Monitor the performance of marketing campaigns constantly with a focus on reducing the Cost Per Lead.</li> <li>Responsible for implementing the development of marketing campaigns based on defined and agreed upon objectives.</li> </ul>
3.	<p><b>WEB PLATFORM MANAGEMENT</b></p> <ul style="list-style-type: none"> <li>Administer and manage Swinburne Sarawak website.</li> <li>Provide technical support such as making amendments to the themes and templates (pdf files) and updating pages.</li> <li>Server backup – assist and collaborate with the IT unit to perform necessary server backups when required to help maintain the safety and integrity of Swinburne Website.</li> <li>Web Admin Management and Training – oversee and manage the current group of web administrators (Faculty/ School/ Unit), provide training to new web administrators when necessary and ensure continued smooth operation of online platforms.</li> <li>Update landing page as and when there is a request by other units.</li> <li>Ensure information on website is accurate and up-to-date at all time.</li> <li>Prepare and carry out typesetting, web development and support in a range of electronic medians such as online banners and web pages using common design software packages including Fireworks, Flash, Dreamweaver, Illustrator, Photoshop and other relevant software.</li> <li>Contribute to the prioritising, planning and delivery of web development projects: <ul style="list-style-type: none"> <li>Develop plan for maintenance, review and future development of projects;</li> <li>Produce ongoing reports, including web statistics reports.</li> </ul> </li> <li>Oversee the delivery of the Swinburne brand in all web marketing activities and ensure that the University style guides and requirements are applied in all such marketing material.</li> </ul>
4.	<p><b>QUALITY REVIEW, POLICY AND COMPLIANCE</b></p> <ul style="list-style-type: none"> <li>Develop, improve and maintain documentation of web marketing development best practices.</li> <li>Promote the use of best practice guidelines within the unit team and throughout client relationships.</li> <li>Undertake scheduled reviews of systems and processes relevant to the position, to ensure good practice through quality assurance and documented procedures.</li> </ul>
5.	<p><b>COPYWRITING FOR ADVERTISING</b></p> <ul style="list-style-type: none"> <li>Develop and test copy for advertising based on an understanding of the different target segments in locations globally which the University focuses on for student recruitment.</li> </ul>
6.	<p><b>MARKETING REPORTING</b></p> <ul style="list-style-type: none"> <li>Maintain appropriate records and budgets for all activities, and produce regular progress reports.</li> <li>Monitor and manage effective use of analytics for reports and decision making.</li> <li>Provide regular market intelligence and competitor reports.</li> </ul>
7.	<p><b>OCCUPATIONAL HEALTH AND SAFETY (OHS)</b></p> <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"> <li>Execute OHS requirements in respective work areas;</li> <li>Maintain cleanliness, good housekeeping and overall safe work environment; and</li> <li>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.</li> </ul>

8.	<b>SWINBURNE VALUES AND CULTURE</b>	<ul style="list-style-type: none"> <li>• Commit to the Swinburne Values.</li> <li>• Conduct work professionally while demonstrating the Swinburne Values at all time.</li> </ul>
9.	<b>OTHER DUTIES</b>	<ul style="list-style-type: none"> <li>• Any other duties as and when is required by the Executive, Digital Marketing; or Assistant Manager, Communications and Digital Marketing; Manager, Marketing; or Director, Marketing (Interim Line Management); or by an authorised personnel.</li> </ul>

## SECTION C: Key Selection Criteria

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

<b>Qualifications:</b> Include all educational and training qualifications, licences, and professional registration or accreditation, criminal record checks etc. required for the position.		<b>Essential / Highly Desirable / Preferable</b>
1.	a) A Bachelor's Degree in Computer Science or Information Technology or other related discipline from a recognized institution; or b) A Diploma in related discipline with minimum of three (3) years of relevant work experience. Fresh Bachelor degree holders in relevant discipline can be considered.	Essential

<b>Experience / Knowledge / Attributes:</b> Required by the appointee to successfully perform the positions key responsibilities.		<b>Essential / Highly Desirable / Preferable</b>
1.	Relevant experience, knowledge and a good understanding of HTML, CSS, Javascript, WordPress, PHP, Adobe Dreamweaver, Photoshop and Illustrator or any relevant tools.	Essential
2.	Demonstrated understanding or experience of planning, implementing and managing Search Engine Marketing campaigns on Google and Social Media Marketing on Facebook, Instagram Twitter, and LinkedIn.	Essential
3.	Relevant experience in web development.	Essential
4.	Demonstrated competency in creative writing and a strong interest in convincing customers to take an action through creative writing.	Essential
5.	Demonstrated competency in project management and a customer-service mindset.	Essential
6.	A level of maturity consistent with the requirements of the position for independent work and initiative.	Essential
7.	Excellent interpersonal skills and demonstrated ability to work effectively in a consultative, cross-cultural and team environment.	Essential
8.	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
9.	Relevant work experience with digital marketing certifications from reputable organisations such as Google and Facebook.	Highly Desirable
10.	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