



Position Description – Campaign Manager

Position Details

Position Title:	Campaign Manager
College/Portfolio:	International and Engagement
School/Group:	Experience
Campus Location:	Based at the City campus, however may be required to work and/or be based at other campuses of the University.
Classification:	HEW 8
Employment Type:	Fixed Term (12 months – parental leave replacement)
Time Fraction:	1.0

RMIT University

RMIT is a multi-sector university of technology, design and enterprise with more than 96,000 students and close to 10,000 staff globally. The University's mission is to help shape the world through research, innovation and engagement, and to create transformative experiences for students to prepare them for life and work.

<https://www.rmit.edu.au/about>

<https://www.universitiesaustralia.edu.au/university/rmit-university/>

Our three main campuses in Melbourne are located in the heart of the City, Brunswick and Bundoora. Other locations include Point Cook, Hamilton and Bendigo, two campuses in Vietnam (Hanoi and Ho Chi Minh City) and a centre in Barcelona, Spain. RMIT is a truly global university.

<https://www.rmit.edu.au/about/our-locations-and-facilities>

We are also committed to redefining our relationship in working with, and supporting, Indigenous self-determination. Our goal is to achieve lasting transformation by maturing our values, culture, policy and structures in a way that embeds reconciliation in everything we do. We are changing our ways of knowing, working and being to support sustainable reconciliation and activate a relationship between Indigenous and non-Indigenous staff, students and community. Our three campuses in Melbourne (City, Brunswick and Bundoora campuses) are located on the unceded lands of the people of the Woi Wurrung and Boon Wurrung language groups of the eastern Kulin Nation.

Why work at RMIT University

Our people make everything at the University possible. We encourage new approaches to work and learning, stimulating change to drive positive impact. Find out more about working at RMIT University, what we stand for and why we are an Employer of Choice.

<https://www.rmit.edu.au/careers>

We want to attract those who will make a difference. View RMIT's impressive standings in university rankings.

<https://www.rmit.edu.au/about/facts-figures/reputation-and-rankings>

College/Portfolio/Group

The International and Engagement portfolio is responsible for RMIT's international strategy and agenda, including international development and partnerships and oversight of our international operations including RMIT Vietnam and RMIT Europe. It also incorporates the university's key engagement functions including communications, experience (global marketing, global student recruitment, alumni), and business development and partnerships.

The Experience function's vision is to bring to life RMIT's strategy by putting the student and all of RMIT's audiences at the heart of everything that we do and delivering a CX vision and insights to help guide the University deliver on our promise. The function is responsible for Global Marketing and our Brand, Digital and CX, Student Recruitment and Admissions, Market Intelligence and Propositions (product and pricing strategy), Alumni and Engagement. The 300+ Experience team who are based across Australia, Vietnam, India and several other hubs, strive to deliver amazing experiences for all of our audiences through contemporary ways of working.

Position Summary

The Campaign Manager plays an integral role in the development and implementation of integrated marketing campaigns. The appointee drives the management of marketing and student recruitment campaigns and partners with the relevant the Segment Manager to design, implement and optimise multi-channel acquisition campaigns.

This role leads a team of Campaign Coordinators across audiences ensuring best practice and compliance whilst maintaining strong relationships with all team members and a wide range of stakeholders.

Reporting Line

Reports to: Associate Director, Segments and Campaigns

Direct reports: 4

Organisational Accountabilities

RMIT University is committed to the health, safety, and wellbeing of its staff. RMIT and its staff must comply with a range of statutory requirements, including equal opportunity, occupational health and safety, privacy and trade practice. RMIT also expects staff to comply with its policy and procedures, which relate to statutory requirements and our ways of working.

RMIT is committed to providing a safe environment for children and young people in our community. Read about our commitment and child safe practices. <https://www.rmit.edu.au/about/our-locations-and-facilities/facilities/safety-security/child-safety>.

Appointees are accountable for completing training on these matters and ensuring their knowledge and the knowledge of their staff is up to date.

Key Accountabilities

- Lead a team of Campaign Coordinators to manage, provide guidance and deliver the ongoing campaign needs of audience segments across RMIT university, with a view to continuously improve the processes and delivery of effective and cost-efficient campaigns across a range of channels, systems and platforms.
- Liaise with multiple stakeholders to design, develop and implement marketing campaigns (audience identification and segmentation, key messaging frameworks, marketing communications and copywriting, creative and content briefs, customer journey mapping and marketing channel coordination processes) to support the University meeting its recruitment goals and brand aspirations as required by integrated marketing plans.
- Collaborate with channel and business owners of marketing systems to identify and implement process improvements to support the continuous improvement of campaign management and delivery of digital and data driven marketing experience across large, diverse marketing databases.
- Champion automation and personalisation strategies for key audiences across eDM's, web and through paid media, developing best in class process and optimisation
- Translate audience needs into creative briefs, establishing clear two way communication channels to support positive outcomes including preparation of project plans and timelines
- Manage the campaign creative advertising budgets and financial records.
- Ensure all creative assets comply with brand guidelines and channel best practice including creative performance tracking and optimisation
- Regularly monitor and report on the performance of campaign activity, measured against integrated marketing plan and audience objectives and goals, and provide recommendations and decisions that drive improved ROI for future campaign optimisations.
- Other duties as directed within the scope of this classification

Key Selection Criteria

1. Advanced understanding of marketing principles and best practice to attract and engage customers to encourage life-long learning.
2. Demonstrated experience leading and coaching team that has resulted in improvements in productivity and outcomes.
3. Extensive experience planning, implementing and optimising marketing strategy and multi-channel brand and acquisition campaigns with strong data literacy and understanding of marketing via digital and social channels.
4. Strong project management experience, preferably Agile, including the ability to understand and deliver on stakeholder requirements.
5. Demonstrated ability to manage multiple projects and tight deadlines under broad direction, negotiating extensions as applicable.
6. Highly developed IT skills, including proficiency in Microsoft Office, Excel & Power Point packages, and ideally experience in Marketo and Adobe Experience Cloud marketing platforms and Salesforce CRM.
7. Demonstrated high level of interpersonal, oral and written communication skills including a proven ability to prepare copy for advertising, eDM's and the web.

- 8. An understanding of the marketing and advertising imperatives of a large university or complex business.
- 9. Demonstrated experience in briefing content writers, designers, and other creative suppliers.
- 10. High level planning, reporting and organisational skills to manage multiple complex projects, on budget and within tight timeframes.

Qualifications

- A tertiary qualification in Advertising, Marketing or a related field is required.
- Experience working with creative and advertising agencies on campaigns, brand positioning and messaging would be preferred.
- Adobe Experience Cloud and Marketo experience would be viewed favourably.

Note: Appointment to this position is subject to passing a Working with Children Check and other checks as required by the specific role. Maintaining a valid Working With Children Check is a condition of employment at RMIT.

Endorsed:	Signature: Name: Title: Date:	Approved:	Signature: Name: Title: Date:
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