

# POSITION DESCRIPTION



<b>Position</b>	Acquisition Marketer
<b>Level/Classification</b>	HEW0707
<b>Reports to</b>	Acquisition Marketing Manager
<b>Unit</b>	Acquisition Marketing
<b>Directorate</b>	Marketing & Communications Office
<b>Positions Supervised</b>	0

## Position Purpose

Reporting to the Acquisition Marketing Manager, the Acquisition Marketer is responsible for the development and delivery of acquisition marketing plans that support the University's strategic plan and commercial objectives.

Situated within the Murdoch University Marketing and Communications Office (MCO), the Acquisition Marketer is part of a broader marketing team that manages both university brand and marketing strategies. The Acquisition Marketer has a focus on the promotion of the university's disciplines and course offerings in domestic and international markets, working alongside the Acquisition Marketing Manager with the university's Schools, Future Students team and International Office.

The role will develop and implement the marketing plans for key audiences and ensure that all activities are measured and contribute to MCO projects as required. The Acquisition Marketer, also has highly developed stakeholder management skills and is able to communicate marketing information effectively and identify shared business objectives with a variety of audiences.

## About Murdoch University

Murdoch University is a young and dynamic university with a foundational commitment to the environment, social justice and inclusion, and making education accessible to more people.

Founded as Western Australia's second university in 1974, today, Murdoch has more than 21,000 students and 1,700 staff across campuses in Perth, Singapore and Dubai. With more than 90,000 Alumni, Murdoch graduates can be found all over the world, making a positive difference.

Our Strategy – Ngala Kwop Bididi. Building a brighter future, together – guides the University’s direction and reaffirms our shared purpose to change lives and society for the better through accessible education and research.

The Strategy is focused on three key themes:

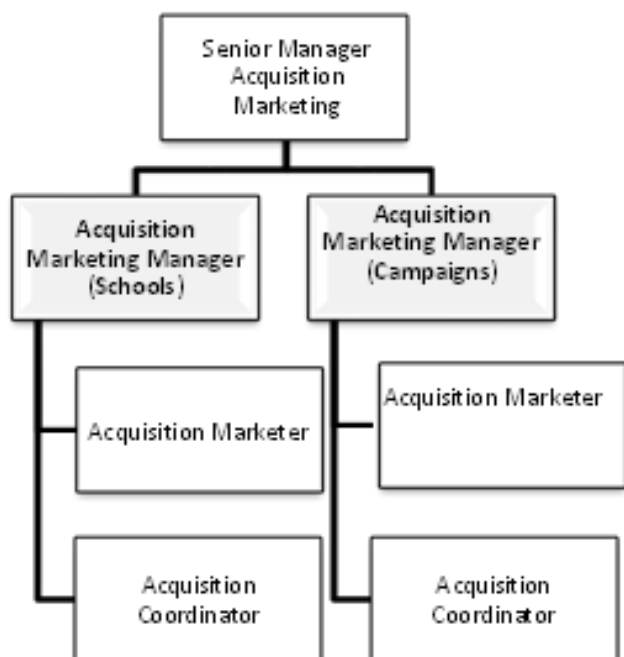
- Sustainability: Be a leading university in education, teaching and translational research in sustainability.
- Equity, Diversity, and Inclusion: Build a welcoming, diverse and inclusive community.
- First Nations: Become the University of first choice for First Nations peoples.

Murdoch is also committed to building engagement with our local community, State, nation, and global society with a track-record in creating strong partnerships with business, government and industry.

### **About the Work Area**

The Marketing and Communications Office is a group of committed professional services staff dedicated to inspiring people to choose Murdoch. Through brand, marketing and communications strategies we enhance the reputation of the University, drive future growth and lead employee communications. The team share the work of Murdoch University’s academics, researchers, staff and students with the Murdoch community, as well as domestic and international audiences.

### **Reporting Relationships**



### Key Responsibilities/Duties

1. Development and implementation of acquisition marketing plans to attract students and build the Murdoch brand in key markets.
2. Work with the University's Schools to develop and deliver plans for existing offerings and new product launches
3. Identify analytic requirements for measuring performance against each acquisition marketing activity objective and channel, to track, report and inform future activity.
4. Report and interpret the results from acquisition marketing activity against benchmarks and targets and provide optimisation recommendations. .
5. Provide direct support to Future Students, Schools and the International Office, fostering a collaborative relationship with stakeholders
6. Engagement and management of marketing agency partners and third-party platforms, and internal teams, throughout the briefing, production and execution stages of initiatives to meet objectives, deadlines, budgets and deliverables for acquisition marketing activity.
7. Lead and participate in marketing and communications project groups and engaging stakeholders across the university regarding MCO and acquisition marketing activities.
8. Implementation of brand and marketing governance for acquisition marketing activities.
9. Development and implementation of acquisition campaigns for key markets.
10. Management of assigned marketing budgets.

11. Preparation of reporting and recommendations to stakeholders including relevant Steering Committees and Senior leadership groups
12. Carry out, and assist with, miscellaneous activities as requested

## **Selection Criteria**

### **Essential**

1. A tertiary qualification in marketing, communications, business or a related field of study, or extensive experience in a marketing role or similar.
2. Demonstrated success in developing marketing plans or campaigns, including writing and executing briefs and requirements documents, to meet business objectives and contribute within a wider marketing framework.
3. Knowledge and understanding of marketing best practices across a variety of platforms, channels and markets.
4. Experience in managing external partners, including creative, digital and media agencies, to achieve marketing objectives.
5. Effective verbal and written communications skills with previous experience in copywriting, reporting on marketing activity performance and presenting to a range of audiences.
6. Excellent interpersonal skills, with the ability to positively influence and coordinate stakeholders across and organization, from a wide variety of roles.
7. Experience coordinating production budgets, timelines and resources to successfully plan and deliver marketing campaigns or initiatives.
8. Self-starter who can work under broad direction and demonstrate initiative, in addition to the ability to work as a team player, with the willingness to contribute and follow direction in order to meet shared business objectives.

### **Desirable**

1. Previous experience in the higher education sector
2. Demonstrated experience within a large and complex organisation
3. Experience in data management, segmentation, marketing automation and personalisation.
4. Demonstrated technical skills including in-depth knowledge of tools and analytics including experience with website CMSs, design software, publishing platforms and CRM integrations.

## **Work Requirements**

- The occupant of this position will be required to undertake a criminal record check in accordance with the University's Criminal Record Screening Procedure.
- Australian residency or possession of a valid visa with work entitlement in Australia

## **Guiding Principles and Values/Code of Ethics and Code of Conduct**

### **Our Values**

- Authenticity
- Integrity
- Respect
- Inclusivity
- Openness

#### Our Principles

- Act with justice, respect and responsible care.
- Be collegiate and respectful of other points of view.
- Protect academic freedom.
- Be agile, flexible and resilient.
- Make decisions at the most appropriate level.
- Be transparent in decision-making and with information.
- Adopt common approaches to common tasks.
- Be careful stewards of our resources.

All staff will comply with the University's Code of Ethics and Code of Conduct and demonstrate a commitment to its Equity, Diversity and Safety principles and the general capabilities of personal effectiveness, working collaboratively and demonstrating a focus on results.

All Staff complete a Development Review Annually. Details of the University policies on Development Review can be accessed [here](#). A Commencing Development Review should be completed within 3 months of commencement.

*We acknowledge that Murdoch University is situated on the lands of the Whadjuk and Binjareb Noongar people. We pay our respects to their enduring and dynamic culture and the leadership of Noongar elders past and present. The boodjar (country) on which Murdoch University is located has, for thousands of years, been a place of learning. We at Murdoch University are proud to continue this long tradition.*