

POSITION DESCRIPTION



Position	Acquisition Coordinator
Level/Classification	HEW0606
Reports to	Acquisition Marketing Manager (Campaigns)
Unit	Acquisition Marketing
Directorate	Marketing & Communications Office
Positions Supervised	0

Position Purpose

Reporting to the Acquisition Marketing Manager, the Acquisition Coordinator contributes to the optimisation of acquisition marketing performance through the effective use of marketing technology, including CRM platforms, marketing automation tools and data insights to support audience targeting and lead generation strategies.

Situated within the Murdoch University Marketing and Communications Office (MCO), the Acquisition Coordinator supports the development and coordination of marketing activity across university channels, advertising campaigns and publications, including monitoring digital performance, reporting, and supporting campaign optimisation.

The Acquisition Coordinator, also supports project teams in the development of creative and production briefs and produces materials in a variety of formats, utilising creative skills and adapting material to audience and channel.

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.

Key Responsibilities/Duties

1. Support the planning, creation and deployment of targeted campaigns across digital channels, including web, email, paid media and owned platforms, aligned to lead generation and conversion objectives.
2. Support the implementation and optimisation of lead capture mechanisms, CRM workflows and marketing automation journeys.
3. Support the tracking, reporting and visualisation of marketing performance using platforms such as Google Analytics, Google Tag Manager, marketing automation systems and reporting dashboards.
4. Manage internal requests and liaise with in house teams to create marketing material and develop campaigns to solve challenges.
5. Report on the effectiveness of activities against benchmarks and forecasts, providing recommendations for how the University can maximise results.
6. Contribute to briefing creative partners and agencies and support the production of content and campaign creative

7. Support the Acquisition Marketers and Acquisition Marketing Managers in fostering strong internal relationships across the University.
8. Other appropriate and related duties as required

Selection Criteria

Essential

1. A tertiary qualification in marketing, communications, business or a related field of study, with subsequent experience in a marketing role or similar.
2. Demonstrated skills in data analysis, segmentation and marketing automation, with the ability to apply these to campaign optimisation.
3. Knowledge and understanding of delivering marketing plans or campaigns, including writing and executing briefs aligned to business objectives.
4. Demonstrated skills in marketing technology, including experience with marketing automation systems, GA4, and reporting dashboards.
5. Knowledge and understanding of marketing best practices across a variety of digital platforms, channels and markets.
6. Ability to build trust and manage relationships with stakeholders.
7. Demonstrated skills in planning and documenting work with a high level of attention to detail.

Desirable

1. Previous experience in Higher Education and/or large organisations.
2. Experience in SEO and SEM, with practical application across Salesforce Marketing Cloud, CRM systems, CMS platforms, SEMrush, and Google Tag Manager.

Work Requirements

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

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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.