

POSITION DESCRIPTION



Position	Acquisition Marketer
Level/Classification	HEW0707
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 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 plays a key role across the full acquisition funnel, combining growth and optimisation tactics with data, analytics, and marketing automation capabilities.

The role is responsible for driving lead generation and conversion through digital channels, optimising digital journeys, search visibility and campaign performance, and supporting future students recruitment activity and key stakeholder initiatives.

The position requires strong stakeholder engagement, technical capability, and the ability to translate data insights into actionable marketing strategies.

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 Biddi. 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:

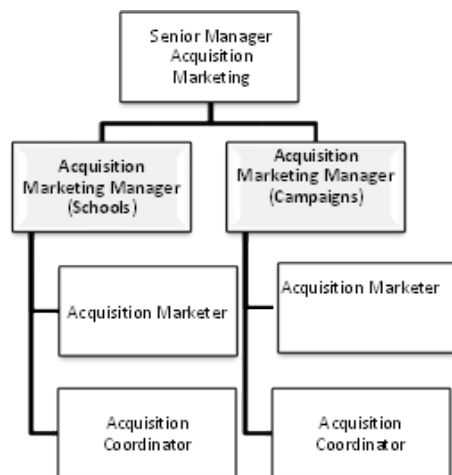
- Sustainability: Be a leading university in education, teaching and translational research in sustainability.
- Equity, Diversity, and Inclusion: Build a welcoming, diverse and inclusive community.
- First Nations: Become the University of first choice for First Nations peoples.

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 strategies and campaigns to attract students and build the Murdoch brand in key markets.
2. Design and improve lead nurture activities, including audience segmentation, personalisation and journey planning, using MarTech to increase engagement and conversion.
3. Define analytics requirements and measure performance across acquisition marketing activities, tracking and interpreting results against benchmarks to provide data-driven insights and optimisation recommendations for future activity.
4. Optimise performance using tools such as GA4, Google Tag Manager, Google Console, Clarity and Looker Studio, providing actionable insights and recommendations.
5. Implement and improve SEM campaigns, and support SEO efforts to drive visibility, website traffic and performance.
6. Provide direct support to Future Students, Schools and the International Office, fostering a collaborative relationship with stakeholders.
7. 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
8. Lead and participate in marketing and communications project groups and engaging stakeholders across the university regarding MCO and acquisition marketing activities.
9. Implementation of brand and marketing governance for acquisition marketing activities.
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. Experience in planning and implementation of lead nurture, SEO, SEM and digital performance optimisation.
4. Experience in data management, segmentation, lead generation strategies, user journeys, and marketing automation, supported by strong technical proficiency across CMS platforms, CRM systems and digital marketing tools.

5. Demonstrated capability in analytics and reporting, including GA4, tag management and dashboard tools such as Looker Studio and SEMRush.
6. Knowledge and understanding of marketing best practices across a variety of platforms, channels and markets.
7. Experience in managing external partners, including creative, digital and media agencies, to achieve marketing objectives.
8. Effective verbal and written communication skills, including experience in copywriting, and presenting to diverse audiences, combined with excellent interpersonal skills and the ability to positively influence and coordinate stakeholders across an organisation at all levels.
9. Experience coordinating production budgets, timelines and resources to successfully plan and deliver marketing campaigns or initiatives.
10. 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.

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.