



International Digital Marketing Assistant

MARKETING AND COMMUNICATION
CHANCELLERY DIVISION



About QUT

QUT is a major Australian university with a global outlook and a 'real world' focus. We are one of the nation's fastest growing research universities and our courses are in high demand.

We are an ambitious and collaborative institution that seeks to equip our students and graduates with the skills they will need in an increasingly disrupted and challenged world. We are transforming the student experience we offer our 50,000 students and we place a premium on the international and national accreditation of our various professional degrees.

Our internationally award-winning Science and Engineering Centre is home to The Cube, acknowledged as one of the world's largest digital interactive learning and display spaces. QUT established the world's first Creative Industries Faculty, and we invest heavily in collaborative learning and interdisciplinary research environments, including the \$95M Education Precinct.

Further information about QUT can be obtained from the website at www.qut.edu.au.

Our Vision

QUT's [Blueprint 6](#) is our institutional strategic plan. The Blueprint formalises QUT's ambitions and declares our strong sense of purpose which is to provide transformative education and research relevant to our communities. It provides a framework and strategies to enable QUT to realise our vision to be the university for the real world and identifies the following priorities:

- support aspiration and inclusion
- encourage creativity and entrepreneurship
- embrace digital transformation and technology
- embed principles of health and wellbeing
- support Indigenous Australian engagement, success and empowerment
- enable professional engagement and ethical leadership and,
- focus on the environment and sustainability

Aligned to and supporting our vision are the QUT Values. These Values highlight what makes QUT distinct and successful. Providing a compass for our decisions, actions and behaviours and strengthening our community.

QUT Values

- Ambition
- Curiosity
- Innovation
- Integrity
- Inclusiveness

About the Chancellery Division

The Vice-Chancellor and President is responsible to Council for providing leadership to the University and for the academic, financial and administrative functions of the University. The Vice-Chancellor is also QUT's chief representative on external forums.

The Vice-Chancellor leads the Chancellery Division which includes the Business Development and International Portfolios, Indigenous Strategy, Government Relations and Policy, Assurance, Risk and Integrity Services, Marketing and Communication, and Finance Business Solutions.

The Office of the Vice-Chancellor provides support and manages the business of the Vice-Chancellor and Chancellery Division. The Chancellery supports the University Executive in fulfilling their responsibilities to Council for providing leadership to the University and its academic, financial and administrative functions.

About Marketing and Communication

The Marketing and Communication Department is responsible for:

- Building and protecting QUT's brand and reputation
- Engaging and recruiting future students
- Ensuring communications from QUT are effective and of high professional standard.

As well as professional services provided to the university community, the Department is responsible for a variety of corporate communication functions and oversees relevant policies, protocols and governance arrangements.

About the Position

The International Digital Marketing Assistant contributes to the operational planning and implementation of digital marketing campaigns to meet the strategic goals of the university. The position will be instrumental in implementing and reporting on digital marketing campaigns to contribute to the continuous improvement of the university's advertising ROI.

This position reports to the International Digital Recruitment Coordinator for supervision, workload management and for Performance Planning and Review (PPR).

Key responsibilities include:

- Work as part of a small team to deliver digital advertising campaigns to meet corporate and faculty strategic plans.
- Support the implementation of paid campaigns using a range of digital channels including SEM, PPC, digital display, EDM and direct marketing.
- Assist with campaign budgets, tracking expenditure against forecast and report on the ROI and the effectiveness of advertising campaigns.
- Assist with database administration and data hygiene projects.
- Communicate with a broad range of stakeholders to achieve corporate outcomes.
- Compliance with SPAM, Privacy, and Trade Practices Act.
- Compliance with health and safety policies, procedures, hazard reporting and safe work practices.

To ensure job flexibility the successful appointee may be required to:

- perform any other duties as nominated by the University consistent with the relevant classification descriptors detailed in the Enterprise Agreement. Staff undertaking any new duties will receive training;
- participate in job rotation or multiskilling in consultation with their supervisor;
- work across campuses.

Type of appointment

This appointment will be offered on a fixed-term, full-time basis for 12 months.

Location

Kelvin Grove campus.

Selection Criteria

1. Education, training, and/or experience equivalent to the completion of a degree in marketing, advertising, ecommerce, or digital marketing.
2. Experience in implementing digital marketing and ecommerce campaign tactics to meet campaign and sales goals or ability to quickly acquire these skills.
3. Demonstrated ability to use software such as Google Analytics and MS Excel to create reports and dashboards that contribute to the continuous improvement of digital campaign outcomes or the ability to quickly acquire these skills.
4. Demonstrated digital literacy, including experience with databases, CRM, DMP, and using software to schedule, target, and automate digital campaigns or the ability to quickly acquire these skills.
5. Demonstrated ability to connect, collaborate and communicate effectively, and to work as part of a team and independently to meet deadlines.

As outlined in the Change Management and Implementation Plan, Selection Criterion 1 will not be assessed as part of this selection process.

Remuneration and Benefits

The classification for this position is Higher Education Worker Level 5 (HEW5) which has an annual remuneration range of \$79,654 to \$89,842 pa. Which is inclusive of an annual salary range of \$67,883 to \$76,566 pa and 17% superannuation.

In July 2020 QUT staff voted in favour of a variation to its Enterprise Agreements. The variations were approved by the Fair Work Commission in August 2020.

The variation impacts leave loading (for new staff no loading will be paid or accrued during the period the variation is in effect), salary increases (the salary increase which was due to occur in the first full pay period of December 2020 has been deferred until the first full pay period of December 2021) and superannuation (superannuation will be paid to staff as though the salary increase which would have been paid in December 2020 has taken effect and,

subject to the rules of the superannuation fund, a defined benefit member will continue to make contributions in alignment with the contributions made by the University). A link to the variation is [here](#).

Beyond personal and professional fulfilment, a career at QUT brings a broad range of tangible benefits. With competitive remuneration including superannuation, the University offers real and generous benefits.

QUT is a high quality and flexible organisation that is proud of its excellent employment conditions which include but are not limited to:

- Reduced working year scheme
- Parental leave provisions
- Study support encompassing leave and financial assistance
- Comprehensive professional development
- Salary Packaging

Further benefits can be found at the [Life at QUT](#) page.