

Role Description

Role title:	Digital Marketing Manager
Organisation:	StudyAdelaide
Level:	Negotiated contract
Type of appointment:	Two year contract
Reports to:	Director, International Marketing
Date reviewed:	11 January 2024

About StudyAdelaide

StudyAdelaide is a public corporation that was formed in 1998 to promote Adelaide as a destination for international students. Its primary functions are:

1. To grow awareness and preference for Adelaide as a destination for international students, through the implementation of marketing and promotional activity.
2. To ensure that international students in South Australia feel welcomed, valued and are enriched by their study experience, through implementation of a post-arrival student and community engagement program.
3. To support the recruitment and student engagement activities of StudyAdelaide members.
4. Advocate for the international education sector in South Australia.

The organisation's stakeholders, members and funding partners include South Australia's education providers who are actively recruiting international students, and South Australian state and local government agencies.

StudyAdelaide is committed to strengthening these relationships to ensure a strong foundation for collaboration and cohesiveness amongst South Australia's international education sector for global marketing activities, delivery of opportunities and the most effective support for international students.

Purpose of the Role

The Digital Marketing Manager is a key member of the StudyAdelaide International Marketing team. The role is responsible for driving digital and content strategy at StudyAdelaide and is the resident thought leader on digital marketing. The role is responsible for ensuring StudyAdelaide's online channels are relevant, accurate and effectively communicating to target markets. This includes all elements of the agency's website www.studyadelaide.com, marketing automation, and social media channels.

Key Responsibilities

1. Digital and Content Strategy

- Using insights and trends, develop a best in class digital strategy to support delivery of StudyAdelaide's business plan, mission and vision.
- Own and drive the content strategy across the agency, developing content that is fit for purpose across multiple channels including website, social media and presentations.
- Bring innovative ideas and practices to the table for consideration to efficiently and effectively achieve StudyAdelaide's objectives.
- Effectively utilise agencies to support executing digital marketing plans and activities in a timely manner.
- Manage regular reporting and analysis of digital channels to meet requirements of our members and stakeholders, as well as optimising performance.

2. Website Oversight and Management

- Enhance and maintain StudyAdelaide's website including monitoring and optimising website performance to deliver a positive user experience and SEO.
- Develop and implement a roadmap of website content and feature updates, informed by data and with a focus on continuous improvement.
- Coordinate content updates across websites and other digital channels, aligned with broader marketing and messaging plans.
- Ensure member website listings are updated in a timely manner.

3. Marketing Automation

- Deliver targeted and relevant marketing automation programs for key target markets, in consultation with the International Marketing team.
- Using data, refine the messaging and flow of content with a focus on optimising the user experience for greater engagement.
- Establish marketing automation programs in support of targeted marketing campaigns.
- Work with external supplier to support execution of marketing automation campaigns in a timely manner.

4. Manage social media channels

- Develop ongoing content plans for all StudyAdelaide social media channels, including collaborating with member institutions to meet membership requirements.
- Manage social media campaigns and social media advertising that supports wider marketing activities, including creating and managing social media strategies to generate awareness of Adelaide as a study destination.
- Analyse and report on social media performance to assess effectiveness and inform future social media activities.
- Monitor social media channels, hashtags and other mentions and take appropriate action where required. Ensure all inbound social media messages are responded to in a timely manner.
- Work with external supplier to support execution of social media campaigns in a timely manner.

5. Leadership

- Encourage ownership, accountability and best practice to maintain and uphold the culture of StudyAdelaide.

- Contribute to creating a healthy, productive and effective organisation by managing and working with the StudyAdelaide network; and mentoring and supporting across the workplace.
- Maintain and uphold StudyAdelaide values by modelling and reinforcing consistent behaviours.
- Contribute to the promotion and implementation of policies and procedures, and in particular Work Health and Safety.
- Collaborate, share and provide support with all members of the StudyAdelaide team and the broader StudyAdelaide community.
- Approach all activities with a continuous improvement mindset, to innovate at every opportunity.

Key Relationships

The Digital Marketing Manager reports to the Director, International Marketing.

The position works closely with other team members at StudyAdelaide such as the Chief Executive, Communications and Engagement Manager and Student Engagement Manager to ensure efficient and effective delivery of StudyAdelaide activities and programs.

The role will involve working collaboratively and effectively with a broad range of StudyAdelaide stakeholders including education institution members, government representatives, industry bodies and international students.

The role may occasionally have contact with the members of the StudyAdelaide Board, and South Australian Government Ministers.

Qualification, Experience and Knowledge

Essential

- Tertiary qualifications in marketing, communications or a related field, or a minimum five years experience in a similar role.
- Passion for and experience in developing engaging content for a range of digital channels.
- Strong leadership and strategy development skills in digital marketing.
- Understanding of content management systems and design principles that optimise website performance and the ability to execute updates – experience with October CMS desirable.
- Experience managing a CRM – experience with HubSpot is desirable.
- Excellent written and verbal communication skills.
- Strong understanding of website platforms and experience working with digital service providers.
- Strong relationship and interpersonal skills to foster and maintain successful internal and external networks and mutually beneficial relationships.
- Ability to work independently and with initiative.

Desirable

- Understanding of the education sector.
- Image and video editing utilising programs such as Canva, Photoshop, Indesign.
- Experience managing websites with multiple languages.
- Understanding of HTML and CSS.

Other

- As the position may have contact with children (school-age international students), a Working with Children Check will be required
- As contact with school-age children may be required, the incumbent is required to declare an up-to-date COVID vaccination status.
- Out of hours work may be required