



## POSITION DESCRIPTION

<b>Position:</b>	Social Media and Digital Marketing Manager
<b>Employment type:</b>	Fixed term contract commencing 10 February 2025 until 9 January 2026
<b>Department:</b>	Marketing, Communications and Events
<b>Reporting to:</b>	Director of Marketing, Communications and Events
<b>Directly Supervising:</b>	Nil
<b>Salary Range:</b>	Band Level 3 FTE \$90,000 plus 17.5% leave loading plus 11.5% superannuation
<b>Contact:</b>	Kate Elix (03) 9348 7532
<b>Date:</b>	November 2024

## POSITION SUMMARY

Working with internal and external stakeholders, the Social Media and Digital Marketing Manager will be responsible for the planning and execution of digital marketing strategies that promote, support and enhance the College's reputation as a leading academic institution. Operating under the direction of the Director of Marketing, Communications and Events, the Social Media and Digital Marketing Manager will be responsible for delivering a broad range of digital communications in addition to analysing data and making recommendations. This role includes content creation and management of written material for digital channels.

## SELECTION CRITERIA

### Essential:

1. A tertiary qualification in marketing or related degree and a passion for digital marketing
2. A minimum of three years working in a digital marketing role
3. Demonstrated experience in content curation for digital channels (social media, website, email campaigns)
4. Demonstrated experience leading and managing SEO/SEM, email, social media and display advertising campaigns and the ability to align digital strategy with organisational strategy
5. Knowledge of analytical tools (e.g. Google analytics) and reporting and a track record of data-driven decision making based on customer behaviour
6. Experience working with CRM and Content Management Systems, experience with Kentico would be an advantage
7. Demonstrated experience managing campaign budgets
8. Well-developed stakeholder management skills including working with diverse stakeholder groups across varying levels of seniority and divisions within the college
9. High interpersonal communication skills (written and oral) at all levels within a culturally diverse education community or similar environment.
10. The ability to positively contribute and work within a team environment in addition to working independently.





11. Must be up-to-date with the latest trends and best practices in online marketing and measurement
12. Demonstrated experience creating design elements using Adobe Creative Suite programs (Photoshop, InDesign) will be highly regarded
13. Demonstrated experience creating and editing videos using Premier or similar will be highly regarded

### **KEY RESPONSIBILITIES**

1. Develop and implement digital marketing plans that deliver on the broader marketing and organisational strategic goals
2. Collaborate with key stakeholders to inform, develop and deploy digital content across social media, web, and email campaigns
3. Manage the end-to-end execution of digital marketing projects and campaigns
4. Manage website content updates, and workflow, ensuring that the College's online content represents the College at the highest possible standard
5. Manage the workflow of the College's external digital agency
6. Conduct test and learn initiatives to inform decision making
7. Measure and report on all digital content and campaigns and use data to evaluate effectiveness and drive improvement
8. Provide a high level of proof reading for all digital communication materials across the College
9. Create design elements for digital channels, and on occasion print using design programs e.g. Photoshop
10. Create and edit videos on occasion using Premier or similar program.
11. On occasion attend College events, taking photos and creating content as required for digital channels.

### **Further Information:**

- Applicants must be Australian Citizens, Permanent Residents or hold a valid work permit or visa. If called for interview evidence of status will be required.
- The successful applicant must secure, or be in the process of securing, a Working with Children approval.

### **CHILD SAFETY**

Trinity College is committed to providing a safe, secure, disciplined and quality learning and residential environment in which all students can develop their individual talents, interests and abilities through a curriculum that fosters the intellectual, physical, social and moral development of the student. The College is committed to the safety of all children, and to providing a culturally safe and inclusive environment for those from diverse backgrounds.

### **OCCUPATIONAL HEALTH AND SAFETY (OHS)**

All staff are responsible for safe work procedures and instructions.

#### **All Employees must:**

- Comply with the Trinity College OHS Policy.
- Cooperate with your employer about any action they take to comply with the OHS Act or Regulations.
- Comply with safe work practices, with the intent of avoiding injury to yourself, others and damage to plant and equipment.
- Comply with any direction given by management for the intent of health and safety.





- Report all accidents and incidents that occur in the workplace immediately.
- Report all known or observed hazards to ensure corrective actions are implemented to avoid reoccurrence.
- Adopt work practices that support OHS in the workplace.
- Seek guidance for all new or modified work procedures implemented within the workplace.
- Participate in meetings, training and other environment, health and safety activities as required.

## TRINITY COLLEGE

Founded in 1872 as the first college of the University of Melbourne, Trinity College is a unique tertiary institution that provides a diverse range of rigorous academic programs for more than 1,500 talented students each year from across Australia and around the world. These programs include:

- The Residential College for undergraduate students of the University of Melbourne, both resident and non-resident.
- The Pathways School, including Trinity College Foundation Studies (TCFS), a one-year course which prepares able overseas students for undergraduate entry to the University of Melbourne and other leading Australian universities.
- Trinity College Theological School (TCTS), which offers degree and other courses for training and forming Anglican clergy and others, on campus, online and in parishes.

Trinity has values of:

- Being respectful of ourselves and others
- Aspiring for excellence
- Seeking diversity and inclusivity
- Acting with integrity
- Fostering a sense of belonging

Trinity promotes academic excellence across a balanced, all-round education that includes both 'breadth' and 'depth' of content, together with the development of ethical values, personal integrity, leadership and social responsibility. A Trinity education is further characterised by a high level of international engagement and a strong commitment to equity and diversity.

These educational programs are supported by the College Library, Art Collection and Archives, Information Technology, the College Chapel and Chaplaincy, Music – including a world-class Choir – Marketing, Communications and Events, Human Resources, Property and Facilities Services, and Finance and Administration. The Advancement Office and Trinity College Foundation undertake friend-raising and fund-raising activities that benefit the College as a whole.

An Anglican institution, Trinity welcomes people of all faiths and none. The College celebrates, and is enriched by, the diversity of backgrounds of its staff and students

