



Murdoch

UNIVERSITY

PERTH WESTERN AUSTRALIA

Manager Digital and Content Marketing and Communications

- **Full time, fixed term position (until November 2018)**
- **Level H1010 | \$117K plus 9.5% superannuation contributions**
- **Ref: 1147101/201844**

The Office of Marketing and Communication's role is to develop and implement the University's brand and marketing strategies. Everything we do is to support the University's strategic goals, through delivering high quality communications and experiences including high-profile marketing campaigns, engaging content across multiple platforms and major events. You'll be joining a diverse and talented team that encompasses strategic communications, marketing, events, design and digital.

The Role

Under the direction of the Associate Director Marketing Services, the Manager Digital and Content provides overall leadership of strategy, planning, creating, delivering and evaluating digital and content marketing activities and platforms that support the University's strategic goals and objectives.

The position leads the Digital and Content team and partners with peer departmental managers in ensuring quality, consistency and efficiency across all areas of Marketing Services.

For further information about this position, please refer to the Position Description.

Skills and Experience

- Tertiary qualifications in Marketing or related field, with extensive relevant experience in a similar position with management responsibilities and a commitment to continuing professional development in the field of digital and content marketing;
- Experience in the development and effective implementation of digital marketing strategies;
- Expert knowledge of content marketing, digital channels (both current and emerging) and digital analytics tools;
- Previous leadership experience of a team of digital/content marketing professionals;
- Capability to manage resources in a dynamic working environment with competing priorities;
- Strong communication and presentation skills with advanced networking skills and the ability to build effective collaborative relationships with a customer focused outlook.

For more information or to apply:

Please visit <http://jobs.murdoch.edu.au/> to view the Guide for Applicants and Position Description, here you will also find the online form to submit your application. Please note that emailed applications will not be accepted.

Closing date: 17 August 2017 (11:59pm)