

Position Title	Marketing Manager, CX & Conversion
Group/Portfolio	Marketing and Communications
Classification	HEW Level 7
Position Number	00060838
Reports To	Senior Marketing Manager, CX & Conversion
Employment Type	Fixed Term

1.0 Position Purpose

The Marketing Manager provides strategic and tactical marketing advice and support to senior staff and brings to bear industry knowledge and awareness of emerging trends and issues. They are responsible for the development, delivery and optimisation of targeted marketing strategies that reflect the University's values and are aligned to the University's strategic objectives.

They will work collaboratively across the marketing and communications capability to help solve marketing and communications problems and deliver customer-focused solutions.

2.0 Eligibility Requirements

- The occupant of this role will hold relevant tertiary qualifications in marketing and/or extensive relevant marketing experience.

3.0 Key Responsibilities

- Provide strategic and tactical marketing advice and support to senior staff in line with the University's marketing and communications plans.
- Develop, write and implement targeted marketing strategies to build the University's reputation and attract high achieving undergraduate and postgraduate students to the University and its academic programs.
- Write briefs to leverage multiple channels including, advertising, direct marketing and other promotional materials.
- Evaluate marketing data and provide reports and advice to senior staff to inform marketing strategies.
- Lead and promote compliance with relevant legislation and University policies and procedures, including equity and health & safety and exhibit good practice in relation to same.
- Be a leading example of the principles and values embodied in the University's Code of Conduct, and behave, act and communicate at all times to reflect

fairness, ethics and professionalism.

4.0 Key Capabilities

- Griffith University identifies the attributes of resilience, flexibility, creativity, digital literacy and entrepreneurship as critical to our graduates' success, in the rapidly changing future world of work. We have established a Griffith University Capability Development Framework to provide a common language of some of the non-technical organisation skills that will support our staff to thrive now and into the future. The Capability Development Framework will assist you to understand the current skill level of this position in the non-technical but critical skill domains that are increasingly important in a changing workplace context.

To read about some of the non-technical organisation skills for this position, please see the Leads Self section of our [Capability Development Framework](#).