

# POSITION DESCRIPTION



## Paid Media Manager



Position Title	Paid Media Manager
Classification	Level 8
Position Number	TBC
School/Office	Office of Future Students, Marketing & Communications
Division	Division of Western Sydney & External Engagement

### POSITION PURPOSE

The Paid Media Manager is responsible for leading the planning, delivery, optimisation and performance analysis of all paid media activities across the University's domestic and international marketing campaigns, in close collaboration with the Marketing Managers. This role manages relationships with internal stakeholders and external agencies to deliver highly effective, data-driven advertising campaigns that support student recruitment, brand positioning and engagement.

The role plays a critical part in ensuring media investments are aligned with institutional goals and provide measurable return on investment. The Paid Media Manager champions efficiency and effectiveness ensuring Western Sydney University maintains a competitive edge across traditional and emerging platforms.

### KEY ACCOUNTABILITIES

1. Lead the development and implementation of International and Domestic integrated always on paid media strategies to support University-wide marketing and recruitment initiatives, ensuring alignment with campaign objectives and target audiences.
2. Manage relationships with external media and creative agencies, including briefing, facilitation, performance monitoring, contract compliance, budget oversight, and issue resolution.
3. Oversee media planning and buying activities, including audience segmentation and targeting, channel selection, and budget allocation across digital, social, video, display, SEM, and offline channels (e.g. radio, print, OOH).
4. Oversee the development of all paid media creative requirements including briefing, copywriting (headlines, short copy and long copy) and the population of a creative matrix. In collaboration with the Graphic Designers, develop all creative assets required to fulfill campaign obligations. Ensure timely delivery of assets, audience understanding, and campaign alignment.

5. Monitor and analyse campaign performance, providing regular reports and actionable insights using platform dashboards.
6. Drive innovation in paid media, staying informed of emerging platforms, formats, technologies, and best practices to enhance reach, engagement, and conversion.
7. Manage media budgets effectively, ensuring fiscal accountability, optimal spend pacing, and timely reporting against financial guidelines.
8. Coordinate post-campaign reviews and journey mapping to assess effectiveness and contribute to continuous improvement in media strategy and customer experience.

## QUALIFICATIONS, EXPERIENCE AND SKILLS

- A degree in Marketing, Communications, Media, or a related field, and/or substantial experience in domestic and international paid media strategy, management and execution (including creative).
- Extensive experience at a management level in leading media planning and buying as well as demonstrated experience in content and creative development for the fulfillment of paid media channels.
- Proven track record of managing multiple/concurrent high-budget campaigns with measurable ROI and performance optimisation.
- Advanced understanding of media analytics, ideally within the Adobe environment.
- Demonstrated ability to manage complex stakeholder relationships, including agencies, vendors, and internal teams.
- Excellent verbal and written communication skills, including the ability to translate data insights into clear recommendations.
- High-level organisational and project management skills, including the ability to lead concurrent campaigns under tight deadlines.

## KEY RELATIONSHIPS

- **This position reports to:** Head of Content, Creative and Communications
- **This position supervises:** Senior Paid Media Officer
- **Key internal relationships:**
  - Internal Marketing team
  - Director Marketing
  - Chief Marketing Officer
  - Schools/institutes
  - Student Experience & Marketing Analytics (SEMA)
- **Key external relationships:**
  - Media and creative agencies
  - Digital advertising platforms (Google, Meta, YouTube, Facebook, TikTok, etc.)
  - Industry partners and service vendors

## CHALLENGES

- Managing complex, multi-channel campaigns with tight deadlines and multiple stakeholders.
- Navigating the balance between performance and brand-led media outcomes.
- Adapting to rapidly evolving media technologies and platforms.
- Ensuring compliance with advertising standards, privacy regulations, and institutional policies.
- Translating technical campaign data into strategic business recommendations.

## UNIVERSITY EXPECTATIONS

The University expects that all employees are aware of, and comply with legislation and Western's policies and procedures relevant to the position, including but not limited to:

- Code of Conduct
- Work Health and Safety and Wellbeing Management System
- Enterprise Agreement or Award
- Anti-discrimination principles, Equal Employment Opportunity and staff and student equity.

**Approved by:**

**Date:**