

POSITION DESCRIPTION



Marketing Manager – Domestic & Product

Position Title	Marketing Manager – Product & Domestic
Classification	Level 9
Position Number	TBC
School/Office	Office of Future Students, Marketing & Communications
Division	Division of Western Sydney & External Engagement

POSITION PURPOSE

The Marketing Manager – Domestic & Product plays a strategic leadership role in driving student recruitment for Western Sydney University's Undergraduate and Postgraduate programs within the domestic market. Aligning with the University's brand, vision, and growth objectives, the role leads the development and execution of integrated marketing plans that position the University's products competitively to prospective students. The Marketing Manager provides strategic oversight and expert guidance to three embedded Marketing and Communications Business Partners, each working within a faculty, ensuring their activities are coordinated, data-informed, and aligned with University-wide priorities. This role will work collaboratively with faculty leadership, Future Students, and central marketing teams to deliver innovative, targeted campaigns and initiatives that attract, engage, and convert prospective students across diverse domestic markets.

This role also ensures that marketing initiatives are measured for effectiveness, leveraging market research, campaign performance data, and competitive analysis to drive continuous improvement. Acting as a key connector between faculties and the central marketing function, the Marketing Manager will champion a collaborative, agile, and outcomes-focused approach, ensuring Western Sydney University's distinctive offerings are communicated in a compelling way that resonates with target audiences and supports the University's strategic enrolment goals.

KEY ACCOUNTABILITIES

Strategic Planning and Performance Reporting

- Develop annual overarching Domestic student recruitment strategies and facilitate the interconnection of faculty based recruitment plans to ensure a streamlined go-to-market approach.
- Provide advice to the Director, Marketing on all aspects of domestic student recruitment as well as supporting on key strategic initiatives led by the Directors office.
- Translate performance insights into actionable recommendations for continuous improvement.

Faculty Engagement and Strategic Advisory

- Provide guidance and direction to the Marketing & Communications Business Partners on all aspects of product marketing and faculty based marketing plans.

Campaign and Project Leadership

- Provide strategic oversight and work closely with the Head of Content, Creative & Communications on the delivery of all Domestic recruitment campaigns as well as faculty-specific campaigns and projects.
- Provide briefs and advice to the Paid Media Manager to shape paid media strategies and ensure effective campaign activation.
- Oversee the creation of detailed campaign briefs and work with the Content, Creative & Communications team and the Digital Operations team to deliver impactful marketing outputs.
- Be a key driver in timely campaign execution by participating in all relevant forums.

Digital Presence and Brand Management

- Partner with the Digital Operations and Website teams to manage and enhance the universities web presence, ensuring course and faculty content is accurate, compelling, and differentiated.
- Ensure all communications comply with brand, tone, accessibility, and quality standards.

Data-Driven Decision-Making

- Respond to campaign reports with actions and recommendations to improve performance.
- Apply data insights to refine strategies, allocate resources effectively, and enhance recruitment results.

QUALIFICATIONS, EXPERIENCE AND SKILLS

- A degree in marketing, communications, business, or a related field, or extensive relevant experience at a senior management level.
- Demonstrated experience in developing and delivering marketing strategies in audience acquisition
- Extensive experience in driving marketing outcomes including
- Proven ability to lead, mentor or oversee marketing professionals in a generalist marketing function.
- Ability to demonstrate strategic thinking and analytical ability in order to provide guidance and recommendations based on data to inform marketing performance
- High-level experience in managing senior stakeholders including representation of marketing in senior stakeholder meetings and with external partners
- Exceptional communication, negotiation, and relationship management skills.

KEY RELATIONSHIPS

- **This position reports to:** Director, Marketing
- **This position supervises:** HEW 5 Marketing Officer x1, HEW 8 Marketing & Communications Business Partner x3

Internal:

- Faculty staff (professional and Academic)

- Content, Creative & Communications team
- Digital Operations team
- Paid Media Manager
- Future Students and other recruitment-focused teams

External:

- Creative and media agencies
- Digital agencies

CHALLENGES

- Managing multiple content requests while maintaining brand, accessibility, and quality standards.
- Coordinating between diverse stakeholders with varying technical capabilities and expectations.

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: