

# POSITION DESCRIPTION



## Manager, Automation & Personalisation

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

### POSITION PURPOSE

The Manager, Automation & Personalisation leads the University's marketing automation and personalisation function, ensuring it delivers measurable impact on student recruitment, conversion, and engagement across domestic and international markets.

This leadership role is accountable for the strategic direction, governance, and performance of the University's automation and personalisation capability, with a focus on maximising investment in the Adobe Marketing technology stack and related marketing technology. The position provides expert guidance to senior leaders and works collaboratively with the marketing team to deliver the Universities ambitious personlisation agenda.

### KEY ACCOUNTABILITIES

#### Strategic Leadership & Governance

- Develop, implement, and oversee the University's automation and personalisation strategy, ensuring alignment with institutional recruitment, engagement, and brand goals.
- Architect and support delivery of highly personalised, data-driven communications across email, social media, SMS, and digital platforms to increase relevance and impact for prospective and current students, staff, and external audiences.
- Lead governance processes for automation of platforms, data management, and campaign execution, ensuring compliance with privacy, accessibility, and brand standards.
- Shape the University's approach to customer journey orchestration, driving innovation in targeting, segmentation, and personalisation.

#### Operational Excellence

- Direct the design and implementation of complex, multi-channel automation journeys to optimise lead nurturing, conversion, and retention.
- Lead cross-functional integration of automation with paid media, website personalisation, CRM, and content strategies.

- Manage automation platform performance, vendor relationships, and contract deliverables.

### People & Stakeholder Leadership

- Lead, coach, and develop automation specialists and other assigned staff, fostering a high-performance, collaborative, innovation-focused culture.
- Provide authoritative advice to senior stakeholders, influencing strategic decisions around marketing technology and customer experience.
- Build collaborative partnerships with IT, Data Governance, and CRM teams to ensure seamless integration and data integrity.
- Provide high level advice to the Director, Marketing on all areas of opportunities in automation across the marketing function. Work with the Marketing Operations Coordinator in order to implement.
- Work closely with the Manager, Website & User Experience to ensure seamless digital experience across all channels.

### Performance & Innovation

- Monitor and analyse automation and personalisation outcomes, applying data insights to optimise strategies and report on ROI.
- Identify and implement emerging technologies, testing approaches, and best practices to maintain a competitive edge in the sector.

## QUALIFICATIONS, EXPERIENCE AND SKILLS

- Postgraduate qualifications or extensive relevant experience in marketing, digital strategy, technology, or a related field.
- Proven record of leading enterprise-level marketing automation and personalisation programs in a complex organisation.
- Demonstrated expertise in Adobe Journey Optimiser or similar enterprise platforms.
- Strong leadership and change management capabilities, with a track record of delivering organisational improvements.
- Deep understanding of data strategy, segmentation, analytics, and customer journey design.
- Superior stakeholder engagement, negotiation, and influencing skills at the senior executive level.

## KEY RELATIONSHIPS

- **This position reports to:** Director, Marketing
- **This position supervises:** Automation & Personalisation Specialist

### Internal:

- Manager, Website & User Experience
- Content, Creative & Communications team
- Marketing & Communications Business Partners
- Marketing Manager, Product & Domestic
- Marketing & recruitment stakeholders across faculties and divisions
- Competitive Intelligence & Analytics
- ITDS

### External:

- Senior representatives at marketing technology vendors (e.g., Adobe)
- External solution partners and implementation agencies
- Industry networks and professional associations in digital marketing and automation

## CHALLENGES

- Leading change and driving adoption of advanced marketing technology across diverse and decentralised stakeholder groups.
- Integrating automation and personalisation strategies across multiple platforms and data sources in a fast-evolving technology environment.
- Balancing innovation with governance, compliance, and operational feasibility.
- Maintaining sector-leading capability in a competitive higher education market.

## 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:**