



Marketing Manager

POSITION NUMBER		SCHOOL/AREA	Marketing Operations
CLASSIFICATION		FACULTY/DEPARTMENT	Curtin Strategy and Marketing
LINE MANAGER	Deputy Director, Acquisition Marketing (Perth) / Chief Operating Officer		POSITION NUMBER
TENURE			CURRENT INCUMBENT/S
			Document last updated February 2024

PURPOSE OF POSITION

The Marketing Manager is responsible for providing strategic insight and advice to the Deputy Director, Acquisition Marketing, and Chief Operating Officer, and for the planning, management and implementation of global and domestic marketing activities to support Curtin University Malaysia’s brand and recruitment KPIs.

The role provides management and guidance to the Marketing Operations Team, to ensure that marketing programs are developed and implemented in line with the Strategic Marketing Plan, including advertising, promotion, production of marketing collateral and digital communications.

The position works collaboratively with other marketing and student recruitment teams to support conversion across the funnel, and enhance the Curtin brand and reputation with internal and external audiences.

KEY RESPONSIBILITIES AND ACCOUNTABILITIES

- Develop, implement, measure and review the Malaysia Strategic Marketing Plan, including strategies to maximise market share of students for priority courses, in consultation with senior management within Curtin Malaysia, Global Curtin and University Marketing.
- Work collaboratively with all University Marketing Managers and the leadership team to ensure all activity delivered through the Curtin Malaysia Marketing Operations team aligns to the objectives of the agreed University Marketing strategy, and that work is effectively prioritised and any conflict resolved through effective communication.
- Participate in strategic and operational planning, implementation and review.
- Implement a broad range of marketing communications that strengthen the reputation of Curtin and the Faculty and drive student recruitment, including but not limited to: advertising across all media, publications, website and other digital communications.
- Work collaboratively with creative production teams as appropriate to ensure all in-house produced marketing material is consistent with the University’s vision, mission and values, and produced and delivered against the customer brief – meeting all business objectives.
- Lead the marketing launch of new products for Curtin Malaysia, in line with an agreed new course launch process, and collaborate with other Marketing Managers to ensure effective delivery of marketing tactics to raise awareness of any new course and drive student applications and enrolments.
- Ensure that all marketing material is of a best practice standard, that information is accurate and consistent across all media channels, and that all work complies with Curtin brand identity style guidelines, user and accessibility standards and legislative requirements.
- Take ownership of assigned projects or briefs, leading cross-functional teams from across the University as needed, to see them to completion through collaboration and consultation with internal and external stakeholders, from development of the campaign strategy to implementation and post-campaign evaluation, ensuring the work addresses the business and communication objectives.
- Liaise with advertising and media agencies to manage and deliver advertising across multiple media including but not limited to: TV, radio, electronic and printed publications and ensuring a consistent high quality is maintained.

- Manage the ongoing gathering of marketing analytics and reporting to drive continuous improvement to marketing campaigns and activities.
- Work closely with the Recruitment teams to have input into and provide support for delivery of University and faculty recruitment events as appropriate.
- Manage and report on marketing budgets and demonstrate the return on investment to the University through tracking, analysis and research.
- Protect the Curtin brand by ensuring internal and external stakeholders understand the brand strategy and execute the brand identity consistently across all marketing activities and channels to build the University's profile and reputation.
- Build relationships with schools and senior staff of the Faculty to understand their marketing needs and provide them with strategic and tactical marketing advice and support in line with the University's marketing plans.
- Use a data-led approach to marketing strategy development, and marketing activity implementation, adopting a test-and-learn approach and applying data and marketing analytics to all decision making.
- Champion a user-centric approach to all marketing activity, aligning consumer needs with business objectives on all briefs.
- Contribute to the University's ongoing development of best practice production processes and systems.
- Undertake other activities which the incumbent might reasonably be expected to do, and which are consistent with the accountabilities and responsibilities as listed above.

KEY PEOPLE INTERACTIONS

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| <ul style="list-style-type: none"> • Deputy Director, Marketing Acquisition • International Marketing Manager (Perth) • Digital Marketing Consultant, International (Perth) • Global Curtin teams (Perth) • Recruitment and outreach teams • Faculty and School staff • Singapore, Mauritius and Dubai campus marketing teams | <ul style="list-style-type: none"> • Prospective students and parents • Other University Marketing teams (Perth) • External service providers and suppliers including advertising and media agencies • Current students of the University, including Student Ambassadors |
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CRITERIA

Qualifications	<ul style="list-style-type: none"> • Completion of a relevant degree with relevant experience, or an equivalent combination of relevant experience and/or education/training.
Knowledge, Skills and Experience	<ul style="list-style-type: none"> • Proven ability to develop and implement creative and successful marketing strategies and initiatives and demonstrated marketing and brand management skills, including briefing and managing marketing campaigns. • Demonstrated high-level interpersonal skills with experience in building relationships and the ability to negotiate professionally with internal and external stakeholders. • Demonstrated high level oral and written communication skills with well-developed cross-cultural sensitivities. • Demonstrated ability to supervise and provide guidance to others. • Evidence of strong conceptual, analytical and problem-solving skills. • Demonstrated ability to meet deadlines and manage multiple projects whilst delivering high quality work. • Demonstrated project management experience, including the development and implementation of critical paths, and leading or participating in project teams. • Professional working proficiency level of spoken and written English is required.
Desirable	<ul style="list-style-type: none"> • Previous experience working in a University environment or a large complex organisation.



WORK REQUIREMENTS

- A current Driver's license.
- Ability to move promotional materials and video/photographic equipment and props within Health and Safety parameters.
- Working outside of normal office hours may be required from time to time.
- Criminal record check in accordance with the University's Criminal Record Screening Procedure.
- A level of fitness commensurate with the position.

COMPLIANCE & LEGISLATIVE REQUIREMENTS

Curtin Values:

You must commit to and uphold Curtin's Values and Code of Conduct. For more information please [visit](#).

Occupational Safety and Health

At Curtin, safety is the responsibility of all staff. Curtin's safe systems of work are compliant with Work Health and Safety legislation and Standards. All supervising staff and managers are obliged to ensure Curtin's safe systems of work are being applied in areas under their control. You are expected to comply with these safety systems and follow reasonable directions given in relation to workplace safety and health. Acting in a manner which puts you or others at risk of serious injury or illness may lead to you becoming the subject of disciplinary action.

Diversity, Inclusion and Belonging

You are expected to value and celebrate diversity, and to contribute to the creation of an equitable, inclusive and welcoming environment where everyone feels they belong. You should recognise that each person's life experience is unique and they may identify with a range of attributes which should be embraced to enable all members of our diverse community to bring their whole selves to Curtin.

You must familiarise yourself and comply with all other University policies, procedures and legislation relevant to this position, including:

- Current copyright and defamation legislation as it applies to electronic media.
- Current privacy legislation, especially as it applies to photography, print and electronic publications.
- ESOS Act.
- Competition and Consumer Act, 2010
- Curtin Malaysia's Audit and Risk Management policies and practices.
- Curtin Malaysia Brand & Corporate Visual Identity Policy & Procedures
- Logo Use Policy & Procedure
- Advertising Policy & Procedures
- New Website and Website Update Policy & Procedures
- Web Publishing Policy & Procedures
- Media Policy & Procedures
- Release and Authorisation Policy & Procedures
- Social Media Policy & Guidelines for Staff
- Social Media Policy & Guidelines for Students
- Any other University policies and procedures and guidelines relevant to the position
- Relevant Malaysian Government legislation, particularly those pertaining to online marketing and promotion.

You must also familiarise yourself and comply with the relevant Malaysian Occupational Safety and Health legislations, anti-discrimination, equal opportunity and other legislative requirements in accordance with the parameters of this position.

For more information about Curtin Malaysia see: <http://www.curtin.edu.my>