



JOB DESCRIPTION

Job Title:	Senior Digital Executive
School/Department:	Corporate Marketing
Job Family and Level:	Level 3D
Contract Status:	Permanent
Location	Corporate Marketing
Reporting To:	Head of Digital / Digital Marketing Manager
Purpose of role:	<p>As the Senior Digital Executive, you will be responsible for managing and strategise UNM's paid marketing, optimise remarketing efforts, and other affiliates in line with the Head of Digital and the Digital Marketing Manager that encompasses multiple owned digital channels. You will work with the marketing, communications team, internal stakeholders, and agency team to develop data-driven marketing campaigns (experience in Salesforce and Pardot is an added advantage) to achieve effective performance results according to the KPIs. The role requires the individual to analyse campaigns, facilitate reporting and provide insights to improve campaign performance.</p> <p>The role requires the role holder to be well-trained in digital marketing with working experiences in media planning, performance marketing, and involvement in advertising and branding. Understanding of website, CMS, CRM and SEO will be an added advantage.</p>

Specific role:

No.	Main Responsibilities	% time per year
1.	Digital marketing delivery <ul style="list-style-type: none">Plan, develop, strategise, and optimise the paid marketing performance with the agency team across all UNM digital channels/platforms including social media, search display and video.	50%

	<ul style="list-style-type: none"> • Measure and report on the effectiveness of all digital initiatives; taking a student prospect approach to identify new opportunities to increase lead conversion and traffic opportunities to the UNM website. • Maintain a strong overview of competitor presence and tactics in digital marketing by conducting research on market trends, brand's audiences and competitors, and end-to-end consumer journey with SEMRush and Google marketing properties. • To drive innovations towards new and existing marketing campaigns via continuous research, study and analysis by keeping abreast of the latest events/trends, marketing mix and technology. • To leverage new and existing data analytics tools and capabilities to produce regular/special reports, and insights, monitor and analyse campaign performance as well as identify new business cases. • To ensure that digital budgets and campaign leads are updated regularly. • Be accountable for digital marketing initiatives to drive traffic, engagement and leads that deliver qualified student enrolment. • Cooperate with internal stakeholders and academics to develop digital campaigns for student recruitment and school/course-related activities. 	
2.	<p>Campaign delivery</p> <ul style="list-style-type: none"> • Project manage digital campaigns to ensure campaigns are launched on time and delivery is on track. • Manage content and asset creations with communications and creative team. • Brief preparation and work with the agency team to manage budget, campaign deliverables & expectations. • Work and consult with the agency team on post-campaign reports and optimisation plan. • Contribute as necessary to the management and development of the website and in collaboration with the web executive to ensure contents and events are updated on the website. • Collaborate with a content writer and develop effective keywords to sustain SEO goals & objectives and adapt to paid marketing campaigns. 	40%
3.	<p>University-wide Digital projects</p> <ul style="list-style-type: none"> • Work and participate in special digital projects that will improve user experiences and engagements i.e. virtual tour, chat-bot, course recommender tool (CRT). • Work together with the web team on solutions and processes to support priority University initiatives, Student Recruitment, Research and core University campaigns 	10%

Job Requirement:

Specification	Essential	Desirable
Qualifications/ Education	<ul style="list-style-type: none">• Bachelor's degree or equivalent in communications, marketing, advertising, management or a related field• Fluent in English	<ul style="list-style-type: none">• At least 2 years of experience in digital marketing with media planning.• Agency background is an added advantage.• Digital experience working with multiple brands.• Past result achievement working on client brands
Skills	<ul style="list-style-type: none">• Familiarity with performance marketing, Google products, media planning and campaign budgeting• Ability to understand digital/campaign data and translate into insights for optimization and campaign performance purposes.• Takes innovative approaches to strategise, problem-solving and devising inventive and creative solutions• Ability to juggle multiple projects and deadlines, while being process-oriented and accountable to the line manager• Able to work at a strategic level while also executing at a tactical level• Outstanding interpersonal skills and relationship management, including the ability to engage, communicate with, influence, and negotiate with senior management and stakeholders• High degree of proactive independent decision making• Customer service oriented with outstanding communication skills for technical and non-technical audiences.	<ul style="list-style-type: none">• Strong analytical reporting skills• Google certified or any digital marketing certification• Highly motivated individual• Independent problem solver
Knowledge and experience	<ul style="list-style-type: none">• Full-scale running of digital marketing campaigns in search, social, display & video.• Good eye for short-form copy and content.• Excellent project management skills	<ul style="list-style-type: none">• Experience working for an education group or brand• Agency background and client experience• Has experience using digital and social monitoring tools

	<ul style="list-style-type: none"> • CMS knowledge with a good track record maintaining website and content updates. • Understanding of design principles and practice of good and effective design • Experience of working with and influencing a complex set of stakeholders, including non-technical business stakeholders. 	<ul style="list-style-type: none"> • Experience working in an agile team.
Others	<ul style="list-style-type: none"> • The ability to prioritise and schedule workloads amidst conflicting demands, while remaining flexible in response to changing circumstances. 	