

Position Title: Digital Marketing Manager	Business Unit: Marketing, Engagement & Recruitment
Reports To: Chief Sales and Marketing Officer	Direct Reports: Yes
Employment Type: Full Time	Classification: Level 7 – Education Services (Post Secondary Education) Award 2020
Budget responsible for: N/A	Location: Wellington Street Campus

**Purpose of the Role**

The Digital Marketing Manager is responsible for driving Collarts brand growth and student enrolments through innovative and data-driven digital marketing strategies. This role involves creating and executing integrated campaigns, optimising digital performance, and leveraging analytics to enhance customer experience and engagement.

As a key member of the marketing team, the Digital Marketing Manager will oversee marketing technologies (e.g., CRM and automation platforms), lead a small, high-performing team, and contribute to Collarts’ position as a leading creative education provider.

This position is based at the Wellington Street campus in Collingwood with a requirement to be present and visible at the other campuses on a regular basis. In this role there may be occasional times when working outside of normal hours is necessary to coordinate events, meet project deadlines or operational needs.

**Strategic Goals the role contributes to the success of achieving:**

- We will launch Collarts Online**, a new offering of selected programs to an online audience. We will provide high-quality, interactive, asynchronous content, designed to be delivered flexibly around work and life commitments. We will create an engaging online creative community.
- We will partner with the National Institute of Circus Arts**, accrediting their VET and HE courses that deliver outstanding, global careers for the world’s best circus artists. We will create value through collaboration, adding student placements, pathways and programs.
- We will be the employer of choice**, particularly for creative industry academics, attracting, retaining and developing top talent in our fields. We will have the best mentors, teachers, guides and coaches championing students for a lifetime of success.
- We will be externally endorsed as a high-quality provider** with self-accrediting authority and then University College status. We will be recognised as Australia’s leading provider of creative tertiary education, with outcomes and partnerships that stand as testament to our quality.
- We will launch new postgraduate courses** that deepen our mastery and provide elevated employment outcomes for graduates. Partnering with industry, we will produce tomorrow’s leaders, able to positively contribute to their professions and secure brighter futures.

## Key Outcomes

- Achievement of student recruitment targets and measurable growth in brand awareness
- High-performing, motivated marketing team with a culture of excellence
- Enhanced digital engagement metrics and optimised lead-to-conversion performance
- Strong internal and external partnerships that support Collarts mission and growth objectives

## Key Accountabilities

The following accountabilities are not exhaustive, and others may be included as directed and in alignment with the role classification level.

### Marketing Strategy & Performance:

- Develop and implement digital marketing strategies to achieve student enrolment targets and grow the Collarts brand nationally and internationally
- Design and execute multi-channel campaigns across digital, social, and other media platforms, ensuring optimal ROI
- Monitor and analyse performance metrics to refine campaigns and strategies continuously
- Ensure alignment of all digital marketing efforts with Collarts' values and strategic objectives

### Management and Reporting

- Lead, mentor, and develop a high-performing marketing team, fostering a culture of collaboration and excellence
- Build team capabilities in key areas, including marketing automation, digital analytics, and campaign optimisation
- Cultivate an environment that encourages creativity, innovation, and continuous learning

### Technology and Innovation

- Oversee the adoption and optimisation of digital tools, including CRM (e.g., Salesforce) and CMS platforms, to enhance customer experience
- Drive marketing automation efforts to improve lead nurturing and conversion rates
- Stay informed about digital marketing trends, ensuring Collarts remains competitive in a rapidly evolving landscape

### Collaboration and Stakeholder Engagement

- Manage relationships with external agencies, media partners, and vendors to amplify marketing impact
- Partner with academic and administrative leaders to align marketing efforts with Collarts' broader strategic initiatives
- Provide insights and recommendations to the executive team to guide decision-making

### Relationships

- Prioritise building strong working relationships across future students, international, and student experience
- Manage relationships with digital agencies and key media outlets with the Head of Department
- Build relationships with the senior executive including attending senior meetings on an ad hoc basis

**Customer Experience**

- Lead the implementation of seamless, integrated customer experiences across digital touchpoints
- Foster a deep understanding of prospective and current students, tailoring strategies to their needs and preferences
- With the marketing and recruitment management team, lead the implementation of seamless, integrated customer experiences across all channels and platforms
- Oversee the development of new processes and governance practices to enable the experience

**Selection competencies**

**Essential competencies:**

- A minimum of four years' experience in digital marketing and campaign management, with a proven track record of driving measurable results and achieving marketing objectives
- A comprehensive knowledge of the media landscape, with media negotiating and buying experience across a range of platforms
- Demonstrated expertise in planning and implementing integrated marketing campaigns across multiple channels, with evidence of generating and converting sales leads to drive enrolment or revenue growth
- Demonstrated experience delivering large marketing projects including PR campaigns, Brand campaign projects
- Strong knowledge of CRMs, CMS, and marketing automation platforms (e.g., Salesforce, HubSpot)
- Proven ability to lead data-driven decision-making, performance optimisation, and ROI analysis
- Leadership experience, including building and developing high-performing teams
- Outstanding communication and stakeholder management skills, with the ability to collaborate effectively across academic, administrative, and external teams

**Desirable Competencies:**

- Experience in the higher education or creative industries sector in a marketing role
- Knowledge of Australian and international education markets
- Demonstrable interest or experience in the arts and/or entertainment industry
- Knowledge of Higher Education providers
- Specialist Digital Marketing qualifications

**Our Collarts Values**

All employees are required to conduct themselves in accordance with the Code of Conduct and associated Human Resources policies and uphold Collarts core values. As a member of the operations leadership team, this role leads by example in embodying our core values of:

**CURIOSITY** Play, have fun, try new things, experiment, adapt and learn. Accept ambiguity and uncertainty. Embrace nuance and complexity. Ask questions and be open minded.

**KINDNESS** Get to know people, be gentle and respectful. Ask for help and help others. Be generous, humble and compassionate. Make kindness the

currency of authentic relationships.

**CONNECTION** Share information freely, listen deeply and be honest. Invite people in. Build trust. Find collaborators who yearn for the same things. Have faith in the power of the team.

**COURAGE** Take risks. Be ambitious and determined. Find your voice: speak up and be vulnerable. Persevere. Practise progress over perfection. Make failure a step towards success.

**MASTERY** Immerse in the creative process. Find your thing: show grit in the face of struggle. Hone your craft and artistry. Challenge yourself in the relentless pursuit of excellence.