

Position Title: Digital Coordinator	Business Unit: Marketing & Recruitment
Reports To: Head of Marketing & Digital	Direct Reports: Nil
Employment Type: Full Time	Classification: General Staff Level 5 - Education Services (Post Secondary Education) Award 2020
Budget responsible for: N/A	Location: Wellington Street Campus
Purpose of the Role	
The Digital Coordinator supports the day-to-day execution of digital marketing activity that helps Collarts attract, engage, and convert prospective students. This role is hands on and detail focused, providing operational support across campaigns, website updates, analytics, content delivery, and marketing systems. The Digital Coordinator works closely with the Head of Marketing & Digital and collaborates across the Marketing and Recruitment team to ensure digital activity runs smoothly, is accurate, and reflects best practice. The role is responsible for maintaining the digital ecosystem, supporting the correct execution of campaigns and contributing to the ongoing improvement of digital touchpoints. 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 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 better prepare students for study with foundation courses that build capacity, capability and confidence. Our student support will be world-class, adapting to the needs of our diverse cohorts. We will partner with students to codesign an outstanding student experience. We will launch an alumni program that connects our graduates, providing a launchpad that accelerates careers. We will help our graduates thrive in the world and stay skilled ahead of rapid industry transformations.	
Key outcomes	
• Digital campaigns are set up and deployed on time with correct links, tracking and audiences, and minimal errors. • Website content for key courses, events and enquiries is accurate, compliant, current and updated within agreed timeframes. • Regular digital performance reports are produced with clean data and clear summaries for the Marketing and Recruitment team. • Data quality improves across core platforms (CRM, Marketing Cloud, website forms, analytics) through consistent QA checks. • Campaign calendars, asset tracking, UTMs and basic process documentation are maintained and easy for the team to use. • A/B tests and small optimisation initiatives are supported, with results captured and shared to inform improvements.	

- Stakeholders report that digital touchpoints across the student journey are accurate, consistent and responsive to their needs.

Key Responsibilities

Campaign Delivery and Coordination

- Assist in the execution of paid, owned, and earned digital marketing activity
- Set up and deploy basic email and SMS communications, leading the Digital Specialist for complex Marketing Cloud builds
- Coordinate campaign assets, links, tracking parameters, and publishing schedules in consultation with our digital agency
- Maintain digital campaign calendars, ensuring alignment across domestic and international markets
- Support A/B testing by preparing variants, tracking results, and organising data

Website and CMS Coordination

- Develop, update and maintain website content, ensuring accuracy, compliance, consistency, and timely publication
- Monitor site performance and highlight issues to relevant stakeholders
- Support implementation of SEO recommendations under guidance
- Assist in coordinating landing page builds, content uploads, testing, and deployments

Analytics and Reporting

- Support the collection, cleaning, and preparation of digital performance data
- Run routine reporting using approved enterprise tools (GA4, Salesforce dashboards, agency dashboards etc)
- Track KPIs and share insights with the marketing and recruitment team
- Maintain data quality standards across core platforms

Market Research and Insights Support

- Assist with desk research into market trends, competitor activity, and audience behaviour
- Organise research findings into clear summaries for the manager and team
- Support segmentation updates, persona administration, and audience profiling tasks

Marketing Systems Support

- Perform basic updates in CRM, automation, form and related systems as directed
- Coordinate data checks and quality assurance processes
- Collaborate with the specialist or Head of Marketing and Digital when troubleshooting or implementing improvements

Team and Stakeholder Support

- Manage the daily activities and set tasks for digital contractors.
- Work collaboratively with recruitment, marketing, international, student operations, and other teams by coordinating tasks, sharing updates, and ensuring digital accuracy across the customer journey

- Provide responsive, organised support on digital operations and campaign needs
- Contribute positively to Collarts' culture and processes

Selection competencies

Essential competencies

- Around 2+ years' experience in marketing coordination, digital support or a similar role
- Tertiary qualification in marketing, communications, business or a related field (or equivalent experience)
- Comfortable working with CMS platforms and basic analytics tools
- Familiarity with email marketing platforms and building simple campaigns
- Current Working with Children Check, or ability to successfully obtain one
- Clear, confident written communication with strong attention to detail
- Well organised, with the ability to manage your time and juggle competing priorities
- Curious and analytical, with an interest in using data to improve results
- Naturally proactive, with a practical, solutions-focused approach
- Friendly, collaborative and open to feedback, with a commitment to learning and continuous improvement
- Able to work independently while contributing positively to team projects and goals

Desirable competencies

- Experience with Salesforce Marketing Cloud
- Experience working in the higher education sector
- Familiarity with the creative industries

Our Collarts Values

All employees and contractors are required to conduct themselves in accordance with the Code of Conduct and associated Human Resources policies and uphold Collarts 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.