

Position Description – Performance Marketing Manager

Position Details

Position Title: Performance Marketing Manager

College/Portfolio: Engagement **School/Group:** Global Marketing

Campus Location: Primarily based at the city campus, and the potential to work across other RMIT campuses as required.

Classification: HEW 8

Employment Type: Fixed Term – HE Replacement Employee

Reporting Line: Associate Director Audiences, Campaigns & Media

No. of Direct reports: Nil

RMIT University

RMIT is a global university of technology, design and enterprise, committed to creating transformative experiences for students and making a meaningful impact through research, innovation, and engagement. For more information on RMIT University follow the links below.

<https://www.rmit.edu.au/about>

<https://www.universitiesaustralia.edu.au/university/rmit-university/>

<https://www.rmit.edu.au/about/facts-figures>

Our campuses in Melbourne (City, Brunswick, Bundoora, and Point Cook) are complemented by international campuses in Vietnam and a centre in Barcelona, Spain. We proudly acknowledge the Woi Wurrung and Boon Wurrung peoples of the eastern Kulin Nation on whose unceded lands our campuses are located.

We are deeply committed to reconciliation and Indigenous self-determination, embedding these values throughout our policies, culture and structures.

<https://www.rmit.edu.au/about/our-locations-and-facilities>

Why Join RMIT?

Our people are at the heart of everything we do. At RMIT, we value innovation, collaboration and impact. Our values are the heart (durrung) of who we are and what we stand for at RMIT. They guide what we do, how we make decisions, and how we treat each other.



Inclusion

Imagination

Integrity

Courage

Passion

Impact

Learn more about our values: <https://www.rmit.edu.au/about/our-strategy/values>

Organisational Accountabilities

RMIT is committed to the safety, wellbeing and inclusion of all staff and students. As a staff member, you are expected to comply with all relevant legislation and RMIT policies, including those related to: Equal opportunity, Occupational health and safety, Privacy and trade practices & Child safety standards:

Appointees are responsible for completing all required training and ensuring that they and their team members remain up to date on relevant compliance obligations.

Staff are expected to understand and support RMIT's child safe practices as part of their professional responsibilities. More about our child safety commitment: <https://www.rmit.edu.au/about/our-locations-and-facilities/facilities/safety-security/child-safety>.

Leadership at RMIT

At RMIT, leadership is not defined by position or hierarchy—it is a shared responsibility demonstrated by all staff, regardless of role or title. Leadership is grounded in our six core values, which guide and shape how we work together, make decisions, and create impact.

Effective leadership means consistently integrating these values into everyday actions and interactions, whether influencing a project outcome, supporting a colleague, or leading a team. All staff are expected to embody the principles of the *Be–Know–Do* Leadership Model:

Be – We are open and authentic, inclusive and empowering. We are purpose driven role models and communicators.

Know – We are self-aware, and understand our stakeholders, our sector and priorities.

Do – We set clear direction and expectations, we develop ourselves and others and promote mutual accountability to deliver results.

At every level, leadership at RMIT is about influence, contribution, and mindset. It is reflected in how we empower others, foster collaboration, and drive positive change through capability-building and alignment to strategic goals.

Engagement Portfolio

The Engagement Portfolio provides integrated, strategic leadership across the University to advance RMIT's reputation, reach, and revenue, encompassing a range of functions, including domestic and international student recruitment; global marketing and intelligence; strategic communications; advancement function that includes donor relations, philanthropic advancement; and industry engagement and partnerships.

The portfolio leads the development and execution of major fundraising campaigns aligned with institutional priorities and stewards high-value partnerships with industry, government, and community to generate measurable impact. It enables data-informed decision-making through market insights to support integrated operations, strengthen relationship management, and enhance performance reporting.

Through innovation, collaboration, and strategic partnerships, the Engagement Portfolio plays a critical role in diversifying revenue streams and expanding RMIT's presence in alignment with its long-term strategic objectives.

Position Summary

The Performance Marketing Manager will support the Global Marketing portfolio by managing the end-to-end implementation and maintenance of paid marketing campaigns & intelligence tools to harness insights on marketing campaign performance and the return on investment.

You will have a wealth of experience managing and implementing digital marketing & analytics campaigns yourself and via agency partners.

A love for digital marketing and passion for data is critical for the role, as is a strong understanding of paid media including Search, Programmatic, Social, and ATL channels. Advanced knowledge of platforms across website analytics, tag management and CDP's is critical, with knowledge of the Adobe stack preferred.

Key Accountabilities

- Support Associate Director and collaborate with internal/external teams to implement paid marketing campaigns.
- Manage end to end tagging and tracking of all campaigns. Collaborate with internal/external teams to deliver reporting and analysis of all paid marketing campaigns, ensuring best practices and KPI optimisation.
- Monitor performance, identify risks, manage audience segmentation, and support campaign activities with recommendations.
- Ensure governance and best practices in paid media, analytics, tag implementation, attribution analysis for all marketing channels.
- Support Associate Director with campaign budget management and monitoring of spend efficiency with external agency suppliers.
- Serve as the expert on paid media, media & digital analytics, and tagging, staying up to date with technology advancements and providing training/documentation as required.
- Respond to stakeholder requests with advice, paid media strategies and recommendations, reporting insights and optimisation recommendations as needed.
- Strong ability to problem solve, self-learn, provide initiative, prioritise tasks and manage time effectively.

Key Selection Criteria

- Experience in the Education sector or Media Agency is preferred.
- Proven ability to manage multiple stakeholders, delivering end-to-end paid media campaign strategies, from implementation to optimization and reporting across domestic and international markets.
- Expertise in Direct Response, Performance Marketing, and Lead Generation campaigns across channels like Search, Social, Digital Display, Programmatic, Audio, and OOH.
- Deep understanding of the marketing technology landscape with hands-on experience in Adobe tools (Analytics, Audience Manager, Launch, Ad Cloud, Social Search & Commerce, CDP), Flashtalking, META, TikTok, and LinkedIn.
- Strong experience managing stakeholders to deliver clear, insightful marketing campaign analysis and recommendations.
- Knowledge of paid media and analytics tools such as FlashTalking, Baidu, WeChat, Weibo, Little Red Book, Douyin, and WeCom is highly regarded.
- Commercially minded with strong analytical and numerical skills.
- Excellent communication and stakeholder management skills, able to thrive in an agile environment and optimize user experiences.
- Proactive and independent, with a focus on maximizing channel impact.
- Strong understanding of channel attribution, measurement frameworks, and key marketing metrics.
- Excellent organizational, attention to detail, collaboration, and project management skills.

Qualifications

- BS / BA degree is required. Preferably in marketing, ecommerce, computer science, IT or business fields

Preferred Certifications include:

- Google Ads Certification
- Facebook Blueprint Certification
- Adobe Analytics Certification
- Adobe Launch Certification
- Google Analytics Certification
- Programmatic Advertising Certification (AdCloud, The Trade Desk)

Ideal but not required:

- Salesforce Marketing Cloud Certification

- TikTok Ads Certification
- LinkedIn Marketing Solutions Certification
- Project Management Certification (PMP, PRINCE2, or Agile)

Working with Children Check

Appointment to this position is subject to holding a valid Victorian Working with Children Check and other checks as required by the specific role. Maintaining a valid Working With Children Check is a condition of employment at RMIT.