



Senior Marketing Strategy Lead

Michael Page • Melbourne VIC 3004



Base pay

\$0 - \$0



Work type

Not provided



Contract type

Not provided

Job details



Date posted

03 Oct 2022



Category

Marketing & Advertising



Occupation

Brand Manager



Base pay

\$0 - \$0



Job mode

Standard/Business Hours

Full job description

- 12 Month maternity leave contract
- Well-known organisation delivering higher education

About Our Client

Our client is the world's leading online learning company well known within the sector for assisting universities in delivering online courses for their students. They are now seeking a Senior Marketing Strategy Lead to develop and deliver marketing strategy.

Job Description

- Support and guide Digital Marketing Managers to build and maintain strong partner relationships.
- Work on projects and initiatives that explore customer issues/ challenges and apply relevant customer experience management, measurement and understanding tools and techniques
- Oversee key projects that drive a competitive advantage in the growing OPM market, responsible for strategy and as key decision maker representing both the business and the voice of the customer
- identify opportunities to collaborate with internal senior stakeholders to achieve consistency across brand positioning, marketing activity and student experience
- Work with partner institutions to develop strategic brand positioning
- Support marketing team with the creation and implementation of launch activities, including asset creation, campaign creation and implementation, and reporting setup
- Ensure operational effectiveness is maintained at a high level through cross alliance best practices
- Successfully manage progress, training and development of direct reports via formal 1:1 meetings, performance reviews, quarterly KPI's,

career development and training plans.

The Successful Applicant

- High level of experience with digital marketing
- Demonstrated experience as a relationship builder and networker, able to form partnerships with a range of individuals
- Strong knowledge of digital marketing and technology with the ability to improve strategic approaches and execution opportunities
- Ability to be a team player and influence others to deliver their best
- Strong presentation, communication and project management skills
- Experience in team management and people leadership.

What's on Offer

- Flexible working environment
- Global brand recognition
- Supportive and collaborative team culture