



POSITION DESCRIPTION

Melbourne Graduate School of Education

Marketing and Recruitment Coordinator

POSITION NO	0034155
CLASSIFICATION	PSC 7
SALARY	\$85,189 - \$92,216
SUPERANNUATION	Employer contribution of 17%
WORKING HOURS	Full time (1.0 FTE)
BASIS OF EMPLOYMENT	Continuing
OTHER BENEFITS	http://about.unimelb.edu.au/careers/working/benefits
HOW TO APPLY	Online applications are preferred. Go to http://about.unimelb.edu.au/careers , select the relevant option ('Current Staff' or 'Prospective Staff'), then find the position by title or number.
CONTACT FOR ENQUIRIES ONLY	Genevieve Jordan Tel +61 3 8344 1007 Email genevievej@unimelb.edu.au <i>Please do not send your application to this contact</i>

For information about working for the University of Melbourne, visit our website:
about.unimelb.edu.au/careers

Position Summary

The Marketing and Recruitment Coordinator is responsible for the recruitment of students into Melbourne Graduate School of Education (MGSE) courses through the development and delivery of marketing and recruitment strategies for domestic and international students. The Marketing and Recruitment Coordinator will promote the Graduate School, its courses, research and student experience to demonstrate our global leadership in educating future teachers and education professionals, and enhancing the profession.

The incumbent will generate student enrolments into pre-service and professional development courses and higher degrees by research. This is achieved by developing marketing campaigns, overseeing high quality execution, analysing campaign results and managing conversion activity.

The Marketing and Recruitment Coordinator will lead a small team of marketing professionals to focus effort, leverage the team's expertise and ensure a strong return on marketing investment.

Success in this role will be demonstrated by achievement of student recruitment targets, conversion rates, quality of enquiry management and other measures of the impact of marketing activity.

Reporting to the Marketing Manager, the Marketing and Recruitment Coordinator will work closely with other members of the Marketing team, MGSE and other University colleagues to ensure alignment of marketing activity with other University strategies and best practice.

1. Key Responsibilities

1.1 MARKETING CAMPAIGN COORDINATION

- ▶ Develop impactful marketing campaigns and manage conversion processes to drive student enrolments in keeping with strategic priorities and enrolment targets.
- ▶ Use insights gained from market research, the competitive environment and MGSE data to develop campaigns which support market positioning and resonate with target markets.
- ▶ Oversee integration of campaign delivery across advertising, digital and traditional channels, events, enquiry management and other conversion activity.
- ▶ Report on outcomes and refine marketing approaches to maximise results.
- ▶ Ensure campaign activity supports the School's brand framework and adheres to brand guidelines.

1.2 ENQUIRIES MANAGEMENT AND CONVERSION

- ▶ Lead the delivery of enquiry management and conversion activity to lead prospective students from initial interaction through to application.
- ▶ Oversee the use of data and the customer relationship management (CRM) system to maximise conversion.
- ▶ Manage the design and delivery of MGSE's participation at recruitment events (such as Open Days, expos, virtual fairs, bespoke events) to ensure appropriate representation and results.

1.3 MANAGE THE MARKETING AND RECRUITMENT TEAM

- ▶ Build a high performance team through ongoing development of individual team members and driving a culture of innovation, service quality and excellence.
- ▶ Oversee Marketing and Recruitment Team deliverables to ensure quality control and compliance with relevant legislation and policy.
- ▶ Effectively manage campaign and event budgets in line with MGSE and University guidelines.

2. Selection Criteria

2.1 ESSENTIAL

- ▶ Tertiary qualification in a relevant discipline, with at least five years' experience in marketing
- ▶ Track-record of success in developing and implementing marketing campaigns including in business-to-business and business-to-consumer contexts and across digital and traditional media
- ▶ Demonstrated experience in managing successful events to achieve marketing objectives
- ▶ Experience in using customer relationship management systems and managing conversion in a complex and changing environment
- ▶ Analytical skills for determining the effectiveness and impact of marketing activities to enable sound decision making including appropriate allocation of campaign budgets
- ▶ Experience leading a team to achieve targets and maintain a high standards
- ▶ Well-developed communication and interpersonal skills to successfully work collaboratively across an organisation and with external service providers

DESIRABLE

- ▶ Familiarity with tertiary education sector, particularly the area of student recruitment

3. Job Complexity, Skills, Knowledge

3.1 LEVEL OF SUPERVISION / INDEPENDENCE

The incumbent will work collaboratively with the Marketing Manager and the rest of the Marketing team, with the autonomy to take initiative in defined areas of responsibility.

3.2 PROBLEM SOLVING AND JUDGEMENT

The Marketing and Recruitment Coordinator will be required to anticipate and resolve issues and exercise sound judgement in developing campaigns, working with team members and colleagues, including senior staff.

3.3 PROFESSIONAL AND ORGANISATIONAL KNOWLEDGE

The Marketing and Recruitment Coordinator will have experience in managing effective marketing campaigns, demonstrating the impact of initiatives and skills in managing

prospects through to conversion. The incumbent will be required to apply a deep knowledge of prospective students, MGSE courses and University principles to the role.

3.4 RESOURCE MANAGEMENT

The incumbent will be required to manage a small team of professional staff, provide recommendations regarding campaign budgets, manage allocated budgets and report on expenditure.

3.5 BREADTH OF THE POSITION

The position has broad responsibility for marketing MGSE and recruiting future students. The incumbent will liaise with staff at various levels across the University on marketing and recruitment matters, working collaboratively with colleagues particularly those in the External Relations team of University Services.

4. Equal Opportunity, Diversity and Inclusion

The University is an equal opportunity employer and is committed to providing a workplace free from all forms of unlawful discrimination, harassment, bullying, vilification and victimisation. The University makes decisions on employment, promotion and reward on the basis of merit.

The University is committed to all aspects of equal opportunity, diversity and inclusion in the workplace and to providing all staff, students, contractors, honorary appointees, volunteers and visitors with a safe, respectful and rewarding environment free from all forms of unlawful discrimination, harassment, vilification and victimisation. This commitment is set out in the University's People Strategy 2015-2020 and policies that address diversity and inclusion, equal employment opportunity, discrimination, sexual harassment, bullying and appropriate workplace behaviour. All staff are required to comply with all University policies.

The University values diversity because we recognise that the differences in our people's age, race, ethnicity, culture, gender, nationality, sexual orientation, physical ability and background bring richness to our work environment. Consequently, the People Strategy sets out the strategic aim to drive diversity and inclusion across the University to create an environment where the compounding benefits of a diverse workforce are recognised as vital in our continuous desire to service for excellence and reach the targets of Growing Esteem.

5. Occupational Health and Safety (OHS)

All staff are required to take reasonable care for their own health and safety and that of other personnel who may be affected by their conduct.

OHS responsibilities applicable to positions are published at:

<http://safety.unimelb.edu.au/topics/responsibilities/>

These include general staff responsibilities and those additional responsibilities that apply for Managers and Supervisors and other Personnel.

6. Other Information

6.1 ORGANISATION UNIT

Melbourne Graduate School of Education

6.2 BUDGET DIVISION

Our Vision:

A society in which education enables full and equitable participation.

Our Mission

Through effective collaborations, we will deliver:

- ▶ relevant, high quality, high impact research
- ▶ research-informed, clinical teacher education that develops graduates with the capacity to inspire and improve individual learning outcomes
- ▶ outstanding quality postgraduate studies for professionals.

The Melbourne Graduate School of Education (MGSE) is Australia's number 1 and among the world's finest for Education (QS World Rankings by Subject).

MGSE is a hub of high impact research and teaching. Home to a number of internationally recognised experts, we are at the cutting edge of teaching and research in our field.

Part of the University of Melbourne's Parkville campus, we are based at 234 Queensberry Street and 100 Leicester Street. Our buildings are designed specifically for graduate education students, offering a range of contemporary learning and social spaces.

Our flagship Master of Teaching is based on a clinical approach to teaching, and is a significant shift away from traditional approaches to teacher education. We also offer a range of professional development and higher degree research courses for people working in education and related professions. A large number of significant research projects are based here, and we work closely with local, national and international partners on a wide range of projects across education and related disciplines.

For more information about us, visit: education.unimelb.edu.au

6.3 THE UNIVERSITY OF MELBOURNE

Established in 1853, the University of Melbourne is a leading international university with a tradition of excellence in teaching and research. The main campus in Parkville is recognised as the hub of Australia's premier knowledge precinct comprising eight hospitals, many leading research institutes and a wide-range of knowledge-based industries. With outstanding performance in international rankings, the University is at the forefront of higher education in the Asia-Pacific region and the world.

The University employs people of outstanding calibre and offers a unique environment where staff are valued and rewarded.

Further information about working at The University of Melbourne is available at <http://about.unimelb.edu.au/careers>.

6.4 GROWING ESTEEM, THE MELBOURNE CURRICULUM AND RESEARCH AT MELBOURNE: ENSURING EXCELLENCE AND IMPACT TO 2025

Growing Esteem describes Melbourne's strategy to achieve its aspiration to be a public-spirited and internationally-engaged institution, highly regarded for making distinctive contributions to society in research and research training, learning and teaching, and engagement. <http://about.unimelb.edu.au/strategy-and-leadership>

The University is at the forefront of Australia's changing higher education system and offers a distinctive model of education known collectively as the Melbourne Curriculum. The new educational model, designed for an outstanding experience for all students, is based on six broad undergraduate programs followed by a graduate professional degree, research higher degree or entry directly into employment. The emphasis on academic breadth as well as disciplinary depth in the new degrees ensures that graduates will have the capacity to succeed in a world where knowledge boundaries are shifting and reforming to create new frontiers and challenges. In moving to the new model, the University is also aligning itself with the best of emerging European and Asian practice and well-established North American traditions.

The University's global aspirations seek to make significant contributions to major social, economic and environmental challenges. Accordingly, the University's research strategy *Research at Melbourne: Ensuring Excellence and Impact to 2025* aspires to a significant advancement in the excellence and impact of its research outputs.

<http://research.unimelb.edu.au/our-research/research-at-melbourne>

The strategy recognises that as a public-spirited, research-intensive institution of the future, the University must strive to make a tangible impact in Australia and the world, working across disciplinary and sectoral boundaries and building deeper and more substantive engagement with industry, collaborators and partners. While cultivating the fundamental enabling disciplines through investigator-driven research, the University has adopted three grand challenges aspiring to solve some of the most difficult problems facing our world in the next century. These Grand Challenges include:

- ▶ Understanding our place and purpose – The place and purpose grand challenge centres on understanding all aspects of our national identity, with a focus on Australia's 'place' in the Asia-Pacific region and the world, and on our 'purpose' or mission to improve all dimensions of the human condition through our research.
- ▶ Fostering health and wellbeing – The health and wellbeing grand challenge focuses on building the scale and breadth of our capabilities in population and global health; on harnessing our contribution to the 'convergence revolution' of biomedical and health research, bringing together the life sciences, engineering and the physical sciences; and on addressing the physical, mental and social aspects of wellbeing by looking beyond the traditional boundaries of biomedicine.
- ▶ Supporting sustainability and resilience – The sustainability and resilience grand challenge addresses the critical issues of climate change, water and food security, sustainable energy and designing resilient cities and regions. In addition to the technical aspects, this grand challenge considers the physical and social functioning of cities, connecting physical phenomena with lessons from our past, and the implications of the technical solutions for economies, living patterns and behaviours.

Essential to tackling these challenges, an outstanding faculty, high performing students, wide collaboration including internationally and deep partnerships with external parties form central components of Research at Melbourne: Ensuring Excellence and Impact to 2025.

6.5 GOVERNANCE

The Vice Chancellor is the Chief Executive Officer of the University and responsible to Council for the good management of the University.

Comprehensive information about the University of Melbourne and its governance structure is available at <http://www.unimelb.edu.au/governance>