

Position description

Position title:	Marketing Officer
School/Directorate/VCO:	Marketing
Campus:	Berwick Campus. Travel between campuses may be required.
Classification:	Within the HEW Level 5 range
Employment mode:	Fixed-term appointment
Probationary period:	This appointment is offered subject to the successful completion of a probationary period.
Time fraction:	Full-time
Recruitment number:	849439
Further information from:	Ms Elizabeth Quinn, Director, Marketing Telephone: (03) 5327 6351 E-mail: e.quinn@federation.edu.au
Position description approved by:	Mr John Blair, Chief Operating Officer

This position description is agreed to by:

Employee Name

Signature

Date

The University reserves the right to invite applications and to make no appointment.

Warning: uncontrolled when printed.

Authorised by: Director, Human Resources
Document owner: Manager, HR Shared Services

Original Issue: 19/03/2019
Current Version: 19/11/2019

Position summary

The Marketing Officer will support the development and delivery of marketing activities that will include both the secondary school and non-school leaver markets to support the University's student recruitment activities.

The Marketing Officer will also contribute to the planning, organisation and delivery of University-wide and specific Academic School marketing events and activities. The position will have specific responsibility for the organisation and coordination of certain aspects of events, activities and projects throughout the year.

The position will be required to travel between campuses and regularly travel throughout Victoria to attend activities to promote University programs, which may involve evening and weekend attendance.

Key responsibilities

1. Contribute to the overall planning and organisation of marketing strategies for student recruitment throughout the year by conducting an analysis of data and statistics, and evaluating activities.
2. Contribute to the coordination, planning, organisation, advertising, delivery and evaluation of activities that promote University programs in Ballarat including Campus Tours, Open Day, Careers Expos, Careers Teachers Days, Information Sessions and Tertiary Information Service events, in addition to advertising activities. The position will be required to participate in these events as appropriate.
3. Coordinate the planning, organisation, delivery and evaluation of specific University events, including conducting presentations to prospective students, teachers or parents and targeted industry events.
4. Contribute to the content for the University's online Course Finder by liaising with the University's Academic Schools, School Marketing Officers and other relevant staff within the Schools, and ensure consistency across all program entries.
5. Contribute to the development of campus-specific promotional material such as program flyers, booklets and any relevant brochures by preparing copy, liaising with the School Marketing Officers to ensure information is accurate and up-to-date, liaising with graphic designers, editing copy ready for printing and evaluating impact of material.
6. Build and maintain relationships with key external stakeholders such as secondary school careers teachers, media outlets and relevant industry associations.
7. Contribute to the organisation of events hosted at the University such as the CEAV Conference.
8. Ensure the relevant pages on the Future Students website are up to date by updating existing pages and creating new content with the primary objective of being informative to prospective students.
9. Reflect and embed the University's strategic purpose, priorities and goals when exercising the responsibilities of this position. For a more complete understanding and further information please access the Strategic Plan at: <https://federation.edu.au/about-us/our-university/strategic-plan>.
10. Undertake the responsibilities of the position adhering to:
 - The Staff and Child Safe Codes of Conduct and Conflict of Interest Policy and Procedure;
 - Equal Opportunity and anti-discrimination legislation and requirements;

- The requirements for the inclusion of people with disabilities in work and study;
- Occupational Health and Safety (OH&S) legislation and requirements; and
- Public Records Office of Victoria (PROV) legislation.

Level of supervision and responsibility

The Marketing Officer reports to the Senior Marketing Coordinator and receives general direction from the Team Leader Marketing, and Marketing Events Coordinator.

The position requires expertise in marketing, project management and relationship building, and the ability to be innovative and creative when developing effective ways to promote University programs.

The Marketing Officer required to coordinate a wide variety of tasks concurrently throughout the year, ensuring compliance with existing policies, procedures and branding guidelines. The position is required to use sound judgement and independence when planning events for prospective students. The position requires a broad knowledge of the structure of the University and of the programs offered at both the VET and Higher Education levels with detailed knowledge developed of a designated Academic School when required.

Training and qualifications

Completion of a degree without subsequent relevant work experience; or completion of an advanced diploma qualification and at least one year's subsequent relevant work experience; or completion of a diploma qualification and at least two years' subsequent relevant work experience; or an equivalent combination of relevant experience and/or education/training. Relevant experience in a marketing/communications/project management environment would be highly regarded.

All University positions delivering education and/or services to children (a child for this purpose is considered to be someone below the age of 18 years) must hold a valid Working with Children Check (WWCC) or hold a current registration with the Victorian Institute of Teaching (VIT).

Position/Organisational relationships

The Marketing Officer reports to the Senior Marketing Coordinator and receives general direction from the Team Leader Marketing, and Marketing Events Coordinator.

The Marketing Officer liaises extensively with the Marketing team, Product Specialists, Program Coordinators and general staff in the University's Academic Schools when organising events.

External relationships involve providing advice to prospective students and their parents/guardians, careers teachers, secondary school staff, and staff from other educational institutions with the aim of promoting the University's programs and activities.

Key selection criteria

Applicants must demonstrate they are able to undertake the inherent responsibilities of the position as contained in the position description and are able to meet the following Key Selection Criteria:

1. Completion of a degree without subsequent relevant work experience; or completion of an advanced diploma qualification and at least one year's subsequent relevant work experience; or completion of a diploma qualification and at least two years' subsequent relevant work experience; or an equivalent combination of relevant experience and/or education/training. Relevant experience in a marketing/communications/project management environment would be highly regarded.
2. Demonstrated interpersonal and influencing skills, including the ability to form meaningful and sustainable professional relationships.
3. Demonstrated communication skills, including experience and confidence in public speaking.
4. Demonstrated ability to coordinate, promote and conduct events, including an ability to organise conflicting deadlines and prioritise commitments.
5. Demonstrated computer literacy, including demonstrated experience in the design and layout of promotional material and publications.
6. Demonstrated ability to work accurately and with a high level of attention to detail.
7. Demonstrated ability to work both independently and as part of a team.
8. A current driver's licence will be required to drive University vehicles together with the capacity to meet the regular travel throughout Victoria and some evening and weekend attendance requirements of the position.
9. Hold, or have the ability to acquire a valid Working with Children Check (WWC) Assessment Notice and/or WWC Card
10. Demonstrated working knowledge and application of the Child Safety Standards.
11. Demonstrated knowledge and application of appropriate behaviours when engaging with children, including children with a disability and from culturally and/or linguistically diverse backgrounds.

It is not the intention of the position description to limit the scope or accountabilities of the position but to highlight the most important aspects of the position. The aspects mentioned above may be altered in accordance with the changing requirements of the role.