

Position description

Position title:	Senior Marketing Coordinator
School/Directorate/VCO:	Marketing
Campus:	Mt Helen Campus. Travel between campuses will be required.
Classification:	Within the HEW Level 7 range
Employment mode:	Fixed-term appointment
Time fraction:	Full-time
Recruitment number:	849497
Further information from:	Elizabeth Quinn, Director, Marketing Telephone: (03) 5327 6351 E-mail: e.quinn@federation.edu.au
Position description approved by:	John Blair, Chief Operating Officer, Chief Operating Office

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

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Position summary

The Senior Marketing Coordinator is responsible for coordinating the recruitment activities within the University for domestic markets across undergraduate, postgraduate and Higher Degree Research (HDR) populations. The role's primary focus is on student recruitment to the Mt Helen Campus, however the incumbent will also work in close collaboration with staff across Marketing to develop and implement University-wide recruitment activities.

The Senior Marketing Coordinator contributes to the development of strategic recruitment plans to recruit high calibre students by providing analysis and reporting on student recruitment activities to enable and ensure the effective use of resources.

The Senior Marketing Coordinator plays a key role in attaining and disseminating a broad range of information pertaining to School programs, legislative requirements, University policies and procedures ensuring that all students and other relevant stakeholders are fully informed about course developments.

The position will require the preparedness to work out of hours on some occasions including travel to other campuses of the University when required.

Key responsibilities

1. Contribute to the development of strategic student recruitment plans and coordinate implementation for undergraduate, postgraduate and HDR student markets domestically, ensuring the effective use of resources.
2. Ensure that student recruitment plans are structured to increase recruitment of high calibre students as identified by the University and School Marketing Plans.
3. Supervise, coordinate and develop the campus Marketing Officers team through the allocation of duties, responsibilities and resources including contributing to and meeting budget. This includes the coordination of training and PD opportunities for staff.
4. Conduct research, compile and interrogate data, undertake competitor analysis to ensure that the University's academic Schools have the market intelligence to act strategically on student recruitment matters and meet student recruitment targets.
5. Provide reports with detailed analysis and recommendations at the conclusion of each enrolment period as well as regular reports on matters such as student enquiries, applications and conversion rates.
6. Liaise and build on-going relationships with secondary schools with a focus on the major feeder schools and, initiate and coordinate school visits and presentations.
7. Prepare and present course information and promote the University at recruitment events, working parties and consultative bodies related to student recruitment and management.
8. Develop processes that maintain up to date detailed knowledge of University programs, legislative and Government requirements, University policies and procedures utilising effective communication strategies to distribute information to potential student markets and related stakeholders.
9. Develop and implement a broad range of effective communication strategies and deliver through briefings, presentations, promotional information on social and electronic networks updating student markets with program changes and related information.
10. Maintain detailed knowledge of educational policies and organise seminars and workshops as required, to ensure staff are aware of issues relating to the recruitment, management and support of students.

11. Maintain regular communication with internal stakeholders via electronic and face-to-face messages (e.g. presentations) to update them on current advertising campaigns, schools engagement activities, progress on recruitment and other relevant information related to marketing in the Ballarat region.
12. 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>.
13. 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 Senior Marketing Coordinator reports to and works under the broad direction of the Director, Marketing. The Senior Marketing Coordinator supervises the marketing officer teams at each campus and oversees the development and implementation of the marketing and recruitment strategies for each of the campuses.

The Senior Marketing Coordinator is responsible for the allocation of duties and responsibilities, resources and meeting budget and recruitment targets for the relevant region of each campus.

The Senior Marketing Coordinator is recognised for their marketing recruitment and marketing expertise in the team with the ability to be innovative and creative when developing effective ways to promote University programs. The Senior Marketing Coordinator is required to demonstrate sound judgement and independence when supervising direct reports.

Training and qualifications

A degree in marketing, or management with at least four years subsequent relevant experience; or extensive experience and management expertise in administrative fields; or an equivalent combination of relevant experience and/or education/training.

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 Senior Marketing Coordinator works under the broad direction and reports to the Director, Marketing, in the Chief Operating Office Portfolio.

The Senior Marketing Coordinator is required to build relationships and work collaboratively with the management of schools and directorates including professional and academic staff.

The Senior Marketing Coordinator is further required to liaise with staff within the Academic Services and Support Directorate to maintain an up-to-date knowledge of admission policies for prospective students.

The Senior Marketing Coordinator will also build and maintain relationships with external stakeholders in order to coordinate activities and provide advice to prospective students/parents, careers teachers, secondary school staff and staff from other educational institutions with the aim of maximising demand for Federation 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. A degree in marketing, or management with at least four years subsequent relevant experience; or extensive experience and management expertise in administrative fields; or an equivalent combination of relevant experience and/or education/training.
2. Demonstrated experience in developing and coordinating the implementation of a student recruitment plan for secondary school students into tertiary education including associated communication strategies.
3. Proven ability to conduct research, compile data, undertake analysis and interpret complex information to generate market intelligence and then provide creative solutions.
4. Demonstrated well-developed interpersonal, written and verbal communication with the ability to convey information in a confident, concise and meaningful form through reports and high impact presentations to diverse audiences.
5. A demonstrated understanding of the TAFE and higher education sector, and the challenges the sector faces in attracting and retaining students.
6. A demonstrated understanding of University programs, Government legislation and University policy related to student recruitment into tertiary education.
7. Demonstrated ability to coordinate, supervise and develop a dynamic team of staff.
8. Demonstrated ability to build and maintain relationships across a broad range of stakeholders and cultures with the demonstrated ability to effectively influence and negotiate successful outcomes.
9. The preparedness to work out of hours on some occasions including travel to other campuses of the University when required.
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.