

**Position Description**

|  |
| --- |
|  **Officer, Marketing, Sales Engagement**  |
| **Position No:** |  |
| **Organisation Unit:** | Sales and Customer Experience, Marketing and Recruitment |
| **Campus/Location:** | Albury-Wodonga |
| **Classification:** | Higher Education Officer Level (HEO5) |
| **Employment Type:** | Full-Time  |
| **Position Supervisor : Number:****Reports positions: level:** | Advisor, Marketing, Sales and Engagement 50002734N/A |
| **Other Benefits:** | <http://www.latrobe.edu.au/jobs/working/benefits> |

Further information about:

La Trobe University - <http://www.latrobe.edu.au/about>

Jobs at La Trobe - <http://www.latrobe.edu.au/jobs>

# For enquiries only contact:

Justine Williams | TEL: (03) 5444 7205

**Position Description**

**Officer, Marketing, Sales Engagement**

# Position Context / Purpose

The Officer, Marketing, Sales Engagement is responsible for providing high quality administrative, event and customer service support. In this position you will be the face of La Trobe, providing high quality student recruitment services including study consultations to prospective students and representing the University at recruitment events and expos. La Trobe seeks to recruit students from diverse backgrounds and with a great variety of experience and lifeskills.

Sales and Customer Experience is responsible for implementing an acquisition and conversion strategy on behalf of the University in order to achieve its strategic goal of recruiting high quality domestic applications. This includes management of course enquiries, business development, facilitation of direct admissions and alternative entry schemes and the delivery of undergraduate and postgraduate student recruitment across Australia.

The Marketing and Recruitment Division plays a key role in the development of customer growth and stakeholder engagement strategies across all available markets and channels including domestic, regional, international markets and online.

# Key Areas of Accountabilities

* Support the preparation and delivery of allocated student recruitment activities, including presentations and events.
* Provide general administrative and event support to enable the delivery of high quality student recruitment activities on the local campus and across the campus network when required.
* Ensure professional and quality service standards are maintained and applied to all course enquiries to the University, enthusiastically servicing enquiries to a premium standard, being informative and taking ownership of problems and the student experience.
* Represent La Trobe University on assigned career groups and committees.
* Coordinate the student ambassador program at the local campus.
* Actively contribute to a team environment that fosters and develops effective working relationships, collaborative work practices, consideration for colleagues and valuing the contribution of others.
* Support for advisor with media activities.
* Other duties as requested by the Advisor, Marketing, Sales and Engagement that is commensurate with the classification of this position and with the knowledge skills and training of the incumbent.

# Essential Requirements

* Relevant post-secondary qualifications or equivalent and proven administrative experience, preferably in a marketing or communications environment.
* Well-developed emotional intelligence and empathy, enabling you to assist prospective students through uncertainty and challenge.
* Strong organisational skills and the ability to prioritise multiple tasks and meet deadlines.
* Well-developed verbal and written communications skills, including effective public speaking, including the ability to develop and frequently deliver presentations to a range of audiences.
* Strong interpersonal skills, including the ability to liaise with senior academic staff, secondary school representatives, secondary students and members of the public.
* Evidence of an ability to self-manage and work as part of, and contribute to a team.
* Demonstrated extensive knowledge of office practice and procedures, including advanced knowledge in the use of word-processing and other relevant office software to maximise efficiency.
* Demonstrated experience in organising student related activities. Experience in event management, including planning, promotion and implementation.
* A current Victorian driver’s license.
* Willingness to undertake frequent manual tasks including loading and unloading boxes of publications, banners and other promotional materials.

# Desirable Attributes

* A good understanding of the higher education environment.
* Knowledge of Australian and in particular, Victorian education providers and systems.

**Essential Compliance Requirements**

To hold this La Trobe University position the occupant must:

* hold, or be willing to undertake and pass, a Victorian Working With Children Check; AND
* take personal accountability to comply with all University policies, procedures and legislative or regulatory obligations; including but not limited to TEQSA and the Higher Education Threshold Standards.

**La Trobe Cultural Qualities**

Our cultural qualities underpin everything we do. As we work towards realising the strategic goals of the University we strive to work in a way which is aligned to our four cultural qualities:

* We are***Connected****:* We connect to the world outside — the students and communities we serve, both locally and globally.
* *We are* ***Innovative****:* We tackle the big issues of our time to transform the lives of our students and society.
* *We are* ***Accountable:*** We strive for excellence in everything we do. We hold each other and ourselves to account, and work to the highest standard.
* *We* ***Care:*** We care about what we do and why we do it. We believe in the power of education and research to transform lives and global society. We care about being the difference in the lives of our students and communities.

For Human Resources Use only Initials: Date: 22 March 2019