

## POSITION DESCRIPTION

<b>Position Title</b>	Marketing Coordinator
<b>Position No</b>	
<b>Department</b>	Marketing and Communications
<b>Faculty/Centre</b>	Engagement and Support
<b>Classification</b>	PACCT Worker 5 (PW5)
<b>Prepared By</b>	Head of Marketing and Communications
<b>Date</b>	March 2024
<b>Reference No</b>	
<b>Approved By</b>	Associate Director, Human Resources
<b>Primary Objectives of Position</b>	<ol style="list-style-type: none"> <li>1. Independently work with heads of faculty to develop, coordinate and implement marketing solutions that achieve marketing objectives of faculties and the Institute</li> <li>2. Research and initiate marketing activities to support brand and faculty functional objectives</li> <li>3. Contribute to the development of effective marketing strategies</li> <li>4. Work collaboratively within the centralised marketing department to deliver marketing campaigns on time and budget.</li> <li>5. Manage advertising placement, monitoring and reporting of marketing activity of internal clients</li> </ol>
<b>Manager/Supervisor</b>	Brand Manager
<b>Role Of Subordinates (Where Applicable)</b>	Not Applicable
<b>Internal Communication Requirements</b>	<ul style="list-style-type: none"> <li>▪ Senior management, teaching and administration staff.</li> <li>▪ Connect Faculty Officers and the Manager of the Connect Centre.</li> <li>▪ The position works as part of the Advertising and Events team and liaises closely with the Digital and Communications and Internal Communications teams with the Marketing Department.</li> <li>▪ The position supports the Advertising and Events Team Coordinator in the development and implementation of strategic marketing activity for the Institute.</li> </ul>

**External Communication Requirements**

External communication is required with Holmesglen's media agency and various other suppliers.

**Specific Accountabilities**

1. In conjunction with the Head of Marketing and Communications and under the direction of the Brand Manager provide specialist advice towards the development of strategic marketing and communication plans for the Institute and internal clients across campuses.
2. Coordinate execution of client marketing plan across all marketing channels
3. Support new marketing initiatives, event activations and development of campaigns.
4. Manage quality and timely course marketing for internal clients within budget.
5. Identify and propose solutions to streamline marketing and communication processes with clients where necessary.
6. Work with the faculty and student admission teams towards maximum enquiry to application conversions
7. Plan, coordinate and implement existing and new marketing activities as required.
8. Work collaboratively within the marketing and communications to develop and optimise website and communication plans.
9. Liaise with creative teams to assist with creating and recommending placement across all media channels.
10. Create, monitor and compile faculty campaign reporting linked to Institute objectives.
11. Contribute to the continuous improvement of functional operations and internal policy of the marketing department.
12. Build strong working relationships with internal stakeholders and contribute to an effective, customer centric work environment.
13. Undertake research and special projects as directed by the Head of Marketing and Communications.
14. Ensure compliance with the requirements of the Holmesglen Management System, legislation and relevant external bodies.
15. Comply with Holmesglen policies, procedures and processes, and applicable legislative and regulatory requirements, and contribute to the ongoing improvement of systems and processes.
16. Support the Institute's Strategic Plan and Vision and work to ensure that all activities align to the Institute's commitment to quality.
17. Act in accordance with Holmesglen Safety policies and procedures, including Child Safety Standards, to ensure that departmental operations comply with Occupational Health and Safety legislation.

**Qualifications**

Relevant tertiary qualification and extensive work experience in an appropriate field such as marketing, advertising or business development.

**Knowledge**

- Knowledge of strategic and functional marketing planning.
- Knowledge of broad range of advertising and communication channels.

<p><b>Experience</b></p>	<ul style="list-style-type: none"> <li>▪ Knowledge of vocational or further education marketing would be considered favourably.</li> <li>▪ Industry experience working within the vocational/TAFE sector</li> <li>▪ Extensive B2B campaign development experience.</li> <li>▪ Demonstrated experience in developing marketing plans.</li> <li>▪ Proven track record of planning and coordinating marketing campaigns, events and communications.</li> <li>▪ Experience in planning, tracking and reporting on marketing analytics.</li> </ul>
<p><b>Skills</b></p>	<ul style="list-style-type: none"> <li>▪ Demonstrated proficiency in use of key marketing and advertising systems (databases, CRM, advertising booking systems)</li> <li>▪ Excellent stakeholder relationship skills and the ability to negotiate and influence senior stakeholders</li> <li>▪ Ability to provide specialist advice and guidance.</li> <li>▪ Ability to work proactively and collaboratively as part of a team.</li> </ul>
<p><b>Key Selection Criteria</b></p>	<p>In addition to qualification requirements the successful candidate will have the best combination of the following characteristics:</p> <ol style="list-style-type: none"> <li>1. Experience in developing, implementing and refining marketing campaigns to fulfil objectives.</li> <li>2. Well-developed stakeholder management skills and the ability to confidently advise senior stakeholders.</li> <li>3. Experience and knowledge of promotion and advertising across a broad range of media channels.</li> <li>4. Highly developed time management skills with a demonstrated capacity to work effectively in a complex environment, meet tight deadlines and work concurrently on, and prioritise, multiple tasks and work schedules.</li> <li>5. Ability to provide specialist advice and support.</li> </ol>
<p><b>Note</b></p>	<ul style="list-style-type: none"> <li>▪ This position description describes in general terms the normal duties which this position is expected to undertake. Duties not specifically mentioned in this document, but within the capacity, qualifications and experience normally expected from people occupying positions classified at this level may be allocated.</li> <li>▪ Employees attending certain workplace settings, including health and care facilities, may be required to meet mandatory vaccination obligations.</li> <li>▪ Due to the nature of the position, there may be a requirement to accommodate flexible working hours and attendance requirements.</li> <li>▪ The incumbent may be required to perform their duties at any campus or location controlled by Holmesglen Institute or elsewhere as directed.</li> <li>▪ Holmesglen is a child safe organisation. This position requires a valid Victorian Employee Working with Children check and National Police Records check.</li> </ul>

- Holmesglen cultivates a workforce that embraces and values student voice and partnership.