

Position Description

OUR MISSION

Moore College exists to enable men and women to deepen their knowledge of God, through higher education in the field of theology, so that they might faithfully and effectively live exemplary Christian lives, proclaim and teach the word of God, and care for others in the name of Jesus Christ in all the world, to the glory of God.

Position Title:	Marketing & Recruitment Officer
Industrial Instrument and classification:	Educational Services (Post-Secondary Education) Award 2010, General Staff, Level 4
Reports to:	Marketing & Communications Manager
Primary Purpose of Position:	<p>Responsible for supporting the Marketing department's strategy, including:</p> <ul style="list-style-type: none"> • Conduct and develop marketing and promotional activities to improve the profile for the College and student recruitment, in conjunction with the Manager. • Plan, manage and deliver professional and engaging events including Open Events and marketing stalls. • Ensure social media accounts are engaging and responsive. • Present a professional 'first point of contact' and provide a high level of customer service to all the Marketing department's clients, both internal and external.
Special tools/equipment used:	Information Communications Technology
Special environmental conditions:	Attendance at out of hours marketing events as required.
Interpersonal relations/relates to:	Head of Foundation, Contractors/Suppliers, Alumni Officer, Registrar's department
Number of staff under supervision:	Nil

Budget and/or revenue accountable for:	Work within allocated budget as per Manager's direction
Mandatory qualifications and/or licences:	A valid NSW driver's license and use of a motor vehicle
Selection Criteria	
<p>Essential Criteria:</p> <ul style="list-style-type: none"> • A tertiary qualification in marketing, communications or advertising/public relations (or equivalent degree) • Knowledge of and 2 years + experience in marketing communications, digital marketing, social media and online communications. • Enthusiastic & energetic individual with strong written and verbal communication skills. • Ability to create targeted campaigns, including developing advertising and promotional material. • Ability to clearly identify key target markets & conduct research on target audiences. • Proven experience in writing clear creative briefs, overseeing production and implementation. • Highly organised individual with high level use of MS office and experience using CRMs. • Ability to support and promote the Christian mission, values and code of conduct of Moore College. 	
<p>Desirable Criteria:</p> <ul style="list-style-type: none"> • Work experience in tertiary education sector and / or undergraduate recruitment. • Demonstrated experience with data analytics. • Design experience for digital and print assets. • Experience in video editing software. • Understanding of the Sydney Anglican Diocese and theological education in Australia. 	

Key Accountabilities		
Key Performance Area	Key Tasks	Performance Indicators
Digital Marketing	<ul style="list-style-type: none"> • Assist Manager in marketing the Moore College websites • Provide content management – updating content, publishing & uploading • Provide and maintain online branding & style guide • Provide audience tracking & measurement 	<ul style="list-style-type: none"> • Content is updated, published and uploaded in a timely and effective manner • Website KPI's: 30-50% increase in traffic flowing on to Moore website
Student Recruitment	<ul style="list-style-type: none"> • Ensure promotion of the College to: church pastors & leaders in Sydney, NSW & ACT; and all prospective students for on campus and online courses. • Assist the Manager in creating new partnerships with Christian organisations, churches, business and key figures for the College. • Assist Manager in undertaking promotion of the College online: through Moore College websites, media: online, radio & print • Assists in strategy on recruitment chain, from initial contact to prospective student applications. • Assists in promotions strategy for Moore College. • Follow up recruitment leads from the CRM to a fixed point. 	<ul style="list-style-type: none"> • Achieves and maintains and existing partnerships for the benefit of the promotion of the College. • Achieves 35% increase in numbers of prospective student applications for undergraduate courses. • Achieves 50-60% increase in numbers of prospective student expressions of interest. • Maintenance of CRM, including liaising with Student Recruitment Officers. • All CRM leads are followed up to a fixed point. • Follow up on enquiries within 2 working days.
Public Relations	<ul style="list-style-type: none"> • Strategise improvements to campaign monitor functionality in email campaigns (in consultation with Manager) • Manage and maintain the Marketing drive and store records in TRIM as needed. • Be the first point of contact for enquiries and manage workflow and assigning tasks to the relevant person. • Take meeting minutes as needed 	<ul style="list-style-type: none"> • Email KPI's: 10% increase in open rates, 10-20% increase in click-through rates to Moore website, presenting of thorough business case for coordinated effort of all external communication for prospective students.

Advertising	<ul style="list-style-type: none"> • Assist in developing and producing marketing & promotional collateral (print and digital) under direction of the Manager • Booking and completion of radio & print media advertising • Coordinate internal & external College communications and advertising material as directed • In consultation with the Manger, plan and produce audio visual promotional tools (videos, multimedia & PowerPoint presentations) • Ensure all stages of planning and development obtain the Manager's approval prior to delivery. 	<ul style="list-style-type: none"> • Marketing & promotional collateral is delivered on time as per marketing plan.
Events and Exhibitions	<ul style="list-style-type: none"> • Administration, coordination and updating of Student Recruitment Events Spreadsheet • Coordinate the College Open Events • Follow up all leads from Open Events • Maintain and coordinate the College presence at student recruitment events. • Attend and market College at various external conferences and events that arise throughout the year. • Strategise and develop plans for marketing the College at external events, including assessing outward facing image of Moore College recruiting and training of student volunteers (in consultation with manager) 	<ul style="list-style-type: none"> • Open Events has 25% increase in attendance • Open Events attendees are followed up within 5 business days. • Relevant events are identified. • Provide competitor analysis data, including external image of Moore College (design and event interaction) at external events / markets • 20% increase in leads from recruitment events (either online to website, via social media, or captured through forms / CRM) • Development of Moore recruitment training material for students, delivered 1-2 x per year.
Social Media	<ul style="list-style-type: none"> • Undertake and develop marketing campaigns and strategies around Social Media (in consultation with Manager) 	<ul style="list-style-type: none"> • Social media KPI's: 50% increase in followers across all social media platforms, strategy to engage current Moore students on social media with increase following of 20%, presenting of a business case for streamlined social media with CCL, CGM & PAA, creation of 2 social media campaigns in the year to promote key course material and increase awareness.

Staff	<ul style="list-style-type: none"> • Assist and cooperate with other team members • Encourage teamwork and foster good communication with staff, Faculty and students. • Actively participate in team meetings 	<ul style="list-style-type: none"> • Evidence of participation in team meetings and effective teamwork. •
Workplace Health & Safety	<ul style="list-style-type: none"> • Compliance with WHS legislation and Policy and Procedures • Participate in, promote and raise awareness of WHS with staff, Faculty and students. • Ensure the maintenance of a safe, clean environment for residents, staff, Faculty and students. • Attend mandatory annual WHS training • Has a risk assessment and management approach to all activities. 	<ul style="list-style-type: none"> • Evidence of participation in WHS education e.g. fire training, as required. • No evidence of noncompliance with WHS legislation and Policy and Procedures. • Evidence of WHS activities e.g. data collection and audits.
Professional Development	<ul style="list-style-type: none"> • Maintain current competencies. • Attend internal and external training as required. 	<ul style="list-style-type: none"> • Competencies remain up to date. • Evidence of participation in internal and external training.

Level of Decision Making	
Decisions that can be made without referral to Supervisor/Manager:	
<ul style="list-style-type: none"> ▪ Implementation and interpretation of department policies and processes ▪ Implementation of instructed projects 	
Decisions that can be made after consultation with Supervisor/Manager:	
<ul style="list-style-type: none"> ▪ Implementation and interpretation of new policies and procedures ▪ Critical marketing issues having potential budgetary impact ▪ Identified opportunities for improvement ▪ Complex relationship issues and decision making ▪ Personal performance review and management 	
Employment Related Issues	
Performance Management	
<ul style="list-style-type: none"> ▪ Annual Performance review. 	
Acknowledgement	
I understand and accept the responsibilities as outlined in this position description.	
Print Name	
Signature	
Date	