



CHRISTIAN HERITAGE COLLEGE

Position Description

Marketing and Communications Coordinator

Marketing Department

Position Title:	Marketing and Communications Coordinator
Organisational Unit:	Marketing Department, within Advancement and Operations
Reports to:	Marketing Manager
Type of Employment:	Part-time, contract (initial six-month appointment)
Classification:	General Staff
Remuneration:	General Staff Level 5.1 (pro rata 0.4 (2 days per week)) Educational Services (Post-Secondary Education) Award 2010

BACKGROUND

Christian Heritage College (CHC) is an accredited Higher Education Provider in the Australian education industry, offering accredited undergraduate and postgraduate programs to domestic and international students. Founded in 1986 as a Christian teachers' college, it now has approximately 800 students enrolled per annum in programs underpinned by a Christian worldview in belief and practice.

The CHC Marketing Department performs marketing and communication functions on behalf of the College including promoting courses to school leavers and mature age prospective students, promoting CHC professional development and other events, developing physical and digital assets in support of courses and events, and managing the process of student recruitment from enquiry to enrolment.

Reporting to the Marketing Manager, the Marketing and Communications Coordinator is responsible for the creation and production of quality promotional materials in support of student recruitment, events and corporate branding objectives.

KEY OBJECTIVES

To improve the effectiveness of CHC's brand awareness and student recruitment programs through the creation and production of high quality corporate communication materials.

To ensure the relevance of CHC's marketing collateral and messaging by managing timely updates to physical and digital assets.

To support the effective operation of marketing programs through the application of administrative policies and procedures.

SCOPE OF THE POSITION

Primary Focus Areas	Expected Outcomes	Weighting
Marketing and Communications	Timely production and ongoing management of high quality printed and digital marketing collateral	90%
Marketing and Communications	Administrative support for the marketing team including processing of financial documents (eg. purchase requisitions, invoices) and assistance with internal marketing events	10%

DUTY STATEMENT

Marketing Communications

In accordance with CHC visual branding standards and in consultation with the Marketing Manager, produce a range of print and digital marketing communications for CHC stakeholders and audiences, including prospective students, media, industry and alumni.

Duties include:

- basic graphic design and desktop publishing, using the Adobe Creative Suite;
- copy writing
- paid media bookings
- liaison with suppliers and internal staff and stakeholders

Collateral will include (but not limited to):

Print

- Flyers/Brochures – courses, events, programs (eg scholarships, student services, enrolment guide)
- Booklets – event programs (eg. Research Symposium, Open Day)
- *Aspire* magazine – produce four (4) editions per year including sourcing and writing stories, arranging photography, editing
- Banners, billboards, promotional merchandise and other ambient media

Electronic and Digital

- Website (updates) – text, upload images and pdf documents
- Social Media – posts – Facebook, Instagram, Twitter and LinkedIn
- Direct (Email) campaigns using Marketo marketing automation platform
- Radio – advertising scripts

Administration

Efficient processing of financial and other administrative documents to ensure compliance with internal CHC procedures and adherence to CHC procedures and budget.

WORKPLACE HEALTH AND SAFETY

All employees have an obligation to comply with CHC's workplace health and safety policies, procedures and instructions to ensure a safe workplace.

EQUAL OPPORTUNITY

CHC is an equal opportunity employer. All employees are required to be aware of and demonstrate a commitment to the principles of equal opportunity in the workplace.

STAFF DEVELOPMENT

All staff are required to participate in staff training and development activities to assist in the achievement of individual/work objectives.

USE OF EQUIPMENT AND SOFTWARE

The position requires the use of the Microsoft Office suite of programs, WordPress CMS, Marketo (marketing automation platform) and Filemaker (student database).

SELECTION CRITERIA

Essential

Qualifications

- Bachelor degree in Marketing, Communications, Journalism or similar

Knowledge and Skills

- Outstanding written and oral communication skills, with demonstrated experience in and knowledge of marketing and public relations
- Principles and practice of strategic marketing, including market identification and segmentation

Experience

- Demonstrated experience and understanding of marketing and communications strategy development in a higher education or philanthropic organisation.
- Demonstrated experience in the effective use of multiple communication channels in support of corporate marketing objectives, including print, radio, website management and email marketing
- Demonstrated experience in project management including staff supervision

Desirable

- Skills and experience using the Adobe Creative Suite and WordPress CMS (content management system)