



CHRISTIAN HERITAGE COLLEGE

Position Description **Student Recruitment and Marketing Manager** **CHC Operations**

Position Title:	Student Recruitment and Marketing Manager
Organisation Unit:	Operations
Reports to:	Vice President, Advancement and Operations
Type of Employment:	Full time, permanent
Classification:	General Staff
Remuneration:	By negotiation
Further Information:	recruitment@chc.edu.au

BACKGROUND

Reporting to the Vice-President, Advancement and Operations and working with other members of the CHC Executive and Operations team, the Student Recruitment and Marketing Manager serves the whole organisation's requirements to recruit undergraduate and postgraduate students, and promote the CHC brand, the College campus and Course offerings to all stakeholder groups. To achieve this primary outcome, this role will provide the leadership, planning, reporting and implementation necessary to create and execute a whole-of-organisation Strategic Marketing Plan, to serve the CHC Strategic Plan (as it exists from time to time). The Strategic Marketing Plan will address all relevant media and event platforms that reach our stakeholder groups including – school leavers and potential mature age student groups, schools and their relevant decision makers, churches, the CHC student community and general public.

KEY OBJECTIVES

- To increase brand awareness and value for Christian Heritage College, its unique study environment and course offerings to all target groups for the purposes of increasing student application numbers.
 - Provide leadership to the Marketing and Student Recruitment team and the College overall, in the development and execution of strategic marketing programs to increase enquiry and enrolment of prospective students
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SCOPE OF THE POSITION

Primary Focus Areas	Expected Outcomes <i>(can be used to set specific objectives for individuals)</i>	Weighting
<p>Acquisition and Nurture of Prospective Students and Stakeholders</p> <ul style="list-style-type: none"> Identify target markets for programs offered by CHC Develop, manage, monitor and refine a student recruitment program to bring students from enquiry through to application, enrolment and commencement 	<p>Meeting enrolment targets as determined in consultation with Senior CHC leadership.</p> <p>Work with CHC Executive to build strong, mutually beneficial relationships with individuals and organisations in relevant sectors, including schools, businesses, churches and social services.</p>	40%
<p>Strategic Marketing Plan</p> <ul style="list-style-type: none"> Develop, execute, monitor and refine the Strategic Marketing Plan Report against established plans and budgets to CHC Council and Executive Collaborate with other Departments to meet their needs. 	<p>A vibrant plan that serves the CHC Strategic Plan and enables the organisation as a whole to identify and reach its audiences in a meaningful way.</p> <p>Management of all advertising and promotional collateral for print, web, digital media, school based and expo-based opportunities relative to the Strategic Marketing Plan.</p>	40%
<p>Team Leadership</p>	<p>Management of the Marketing & Student Recruitment Team as well as outsourced support for various marketing functions</p>	20%

DUTY STATEMENT

Student Recruitment

Working under broad direction with a degree of autonomy, the Student Recruitment and Marketing Manager will partner with academic leaders and relevant College functions to implement student recruitment services and marketing, communications that deliver consistent high-quality outcomes in support of the College's academic endeavours and business plan objectives.

The role is responsible for implementing the student recruitment strategy and activities to promote the College's learning programs and research capabilities both domestically and internationally, while ensuring alignment with the overall College strategy. It is responsible for ensuring all relevant compliance requirements are met and identifying continuous improvement opportunities.

Specifically, the Student Recruitment and Marketing Manager is required to develop and implement the Student Recruitment program, including:

- Data-driven management of the student recruitment process
- Lead acquisition and generation
- Oversight of lead nurture and follow-up
- Reporting against prospect and enrolment targets

CHC Marketing & Communication Strategy & Implementation

In order to advance CHC's business positioning and brand value across all key stakeholder groups:

- Develop and resource the Strategic Marketing Plan in consultation with CHC Executive.
- Ensure the effectiveness of all marketing communications activities through the alignment of key messages, tactics, budgets, timing and measurement.
- Assume a leadership role in overseeing the creative expression, cross-organisation synergy and quality control of all key messages, in line with CHC's brand positioning, through all communications solutions.

Promotions and Advertising

- Oversee the production of all CHC marketing collateral – print and digital – including:
 - Course Guides, brochures
 - Promotional merchandise
 - Outdoor advertising
 - CHC website, including search engine optimisation
 - Email marketing
 - Social media – paid and organic
- CHC Branding
 - Assume the necessary leadership role for the innovation and further development of the CHC brand and its consistent application across the College.
 - Ensure brand continuity across all Academic schools and in all internal and external communications strategies.
- Event Management
 - Planning, organisation and co-ordination of CHC recruitment events including Open Nights.

Marketing Team leadership

- Manage the Student Recruitment Team
- Externally sourced marketing service providers
- Manage the Student Ambassador program

Miscellaneous

- Serve on various college committees
 - Attend various college functions as needed
 - Other duties as directed
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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 employees are required to participate in staff training and development activities to assist in the achievement of individual/work objectives.

SELECTION CRITERIA

Qualifications

1. Marketing/ Communications or related qualification - Bachelor or higher
2. A living and personal relationship with Jesus Christ and strong Christian character evidenced by servant leadership, a commitment to local church, a valuing of people and a willingness to submit to organisational leadership
3. Ability to think and plan strategically
4. A working knowledge of marketing, public relations and media
5. Capacity to communicate effectively in both written and oral forms
6. Ability to function well in a team environment
7. Ability to prioritize amongst competing demands
8. Strong attention to detail
9. Ability to self-motivate and adhere to strict deadlines

Key Competencies (includes demonstrated skills, experience & application of required knowledge)

Competency	Definition
Professional / Technical	<ul style="list-style-type: none"> • Previous experience in a related Marketing/ Communications role, managing multiple reports, complex multi-project demands, with focus in either media and/or marketing & promotions fields. • Extensive knowledge and expertise in the messaging sensitivities within a Christian context and the appropriate application of these various messages within a complex, multi stakeholder environment. • Extensive knowledge of the production elements and processes connected to all marketing and communications disciplines and their inter-relationship within a balanced Marketing and Communications strategy. • Professional level quality assurance skills in messaging effectiveness, editing and proofreading. • Working knowledge of the principles and practices of communications and media in relation to social media and website management. • Ability to use a variety of personal computer software applications,
Negotiation	Effectively exploring alternatives and positions to reach outcomes that gain all parties' support and acceptance.
Oral communication	Presenting ideas effectively to individuals or groups when given time for preparation (including nonverbal communication and use of visual aids); targeting presentations to the characteristics and needs of the audience.
Team influence	Using appropriate interpersonal styles and methods to inspire and guide individuals (or a team) toward goal achievement; modifying behaviors to accommodate the tasks, situations and people involved. Must be relational, have managerial experience and be able to work in a busy office team.
Tolerance for work pressures & ambiguity	Maintaining stable performance under pressure and/or opposition (such as time pressure or job ambiguity); relieving stress in a manner that is acceptable to the person, others and the organisation.
Planning & organisation	Establishing a course of action for self and/or other to accomplish a specific goal; planning proper assignments of personnel and appropriate allocation of resources.
Strategic planning	Establishing a course of action to accomplish a long-range goal or vision; allocating resources – human, material, financial; defining intermediate goals and contingencies.

Delegation of authority & responsibility	Allocating decision-making authority and task responsibilities to appropriate subordinates; utilizing subordinates' time, skills and potential effectively.
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Personal Qualities

CHC requires that the incumbent be:

1. able to subscribe to CHC's Lifestyle Requirements
 2. able to demonstrate a living and personal relationship with Jesus Christ
 3. able to show strong Christian character evidenced by servant leadership, valuing of people
 4. a member or in regular attendance at a local Christian church
 5. a holder of a "Blue Card" from the Commission of Children and Young People for the purposes of proactively connecting to schools and school related promotional events.
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