

## Position Description *(Team member)*

**Our Vision:** To see God glorified by men and women living for and proclaiming Jesus Christ, growing healthy churches and reaching the lost.

**Our Mission:** to provide excellent evangelical theological education.

<b>Position Title:</b>	Marketing Officer
<b>Industrial Instrument and classification:</b>	Educational Services (Post-Secondary Education) Award 2010, General Staff, Level 4
<b>Reports to:</b>	External Engagement Manager
<b>Employment status:</b>	Full time
<b>Primary Purpose of Position:</b>	<p>Responsible for supporting the Marketing department's strategy, including:</p> <ul style="list-style-type: none"> <li>• Conduct and develop marketing and promotional activities to improve the profile for the College and student recruitment, in conjunction with the Manager.</li> <li>• Plan, manage and deliver professional and engaging events and marketing stalls.</li> <li>• Ensure social media accounts are engaging and responsive.</li> <li>• 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.</li> </ul>
<b>Special tools/equipment or conditions:</b>	<p>CRM NSW Driver's licence Attendance at out of hours marketing events as required.</p>
<b>Relationships:</b>	<p><b>Internal:</b> Registrar's department Operations team Faculty Digital producer IT team People and Culture</p>

	<b>External:</b> Contractors – designers, printers, website helpdesk, etc Suppliers
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## Selection Criteria

<b>Essential:</b> <ul style="list-style-type: none"> <li>A tertiary qualification in marketing, communications or advertising/public relations (or equivalent)</li> <li>Experience in marketing communications and digital marketing.</li> <li>Strong written and verbal communication skills.</li> <li>Ability to create targeted campaigns.</li> <li>Ability to identify and conduct research on key target markets</li> <li>Proven experience in writing creative briefs, overseeing production and implementation.</li> <li>Intermediate skills in MS office and CRMs.</li> <li>NSW Driver’s licence and use of a motor vehicle</li> <li>Ability to support and promote Moore College’s Christian mission and values</li> </ul>
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<b>Desirable Criteria:</b> <ul style="list-style-type: none"> <li>Design experience for digital and print assets.</li> <li>Experience in video editing software and website design</li> <li>Understanding of the Sydney Anglican Diocese</li> </ul>
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## Acknowledgement

**I understand and accept the responsibilities as outlined in this position description.**

Employee Name	
Signature	
Date	

<b>Key Accountabilities</b>		
<b>Key Performance Area</b>	<b>Key Tasks</b>	<b>Performance Indicators</b>
<b>Quality</b>		
<b>Digital Marketing</b>	<ul style="list-style-type: none"> <li>Market the Moore College websites</li> <li>Manage website content—including but not limited to updating content, publishing &amp; uploading materials</li> <li>Provide and maintain online branding &amp; style guide</li> <li>Provide audience tracking &amp; measurement</li> <li>Maintain and monitor google adwords</li> <li>Monitor and review google analytics</li> </ul>	<ul style="list-style-type: none"> <li>Content is updated, published and uploaded in a timely and effective manner</li> <li>Website KPI's: 30-50% increase in traffic flowing on to Moore website</li> <li>Produce monthly reports to on website and social media analytics, for monthly review and 6-monthly review</li> </ul>
<b>Advertising</b>	<ul style="list-style-type: none"> <li>Assist in developing and producing marketing &amp; promotional collateral (print and digital) under direction of the Manager</li> <li>Coordinate printing and mailing of publications and advertising</li> <li>In consultation with the Manger, plan and produce audio visual promotional tools (videos, multimedia &amp; PowerPoint presentations)</li> </ul>	<ul style="list-style-type: none"> <li>Marketing &amp; promotional collateral is delivered on time as per marketing plan.</li> </ul>
<b>Internal service delivery</b>	<ul style="list-style-type: none"> <li>Work with other departments marketing briefs to create and publish content, collateral, media, etc as required. Eg course brochures, positions vacant,</li> </ul>	<ul style="list-style-type: none"> <li>Department requirements are met on time</li> </ul>
<b>Influence</b>		
<b>Public Relations</b>	<ul style="list-style-type: none"> <li>Be the first point of contact for enquiries and manage workflow and assigning tasks to the relevant person.</li> <li>Take meeting minutes as needed</li> <li>Coordinate photography for all digital and hard copy marketing and advertising</li> </ul>	<ul style="list-style-type: none"> <li>Ensure up to date photography for use College-wide, including digital and print media for a 2-year cycle</li> </ul>
<b>Social Media</b>	<ul style="list-style-type: none"> <li>Undertake and develop marketing campaigns and strategies around Social Media (in consultation with Manager)</li> <li>Coordinate paid advertising social media strategy</li> </ul>	<ul style="list-style-type: none"> <li>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</li> </ul>

	<ul style="list-style-type: none"> <li>• Creation and maintenance of yearly social media schedule (various platforms)</li> <li>• Creation of video content for social media: promotion of stories and testimonies to showcase the College</li> </ul>	<p>business case for streamlined social media with CCL, CGM &amp; PAA, creation of 2 social media campaigns in the year to promote key course material and increase awareness.</p> <ul style="list-style-type: none"> <li>•</li> </ul>
<b>Communication</b>	<ul style="list-style-type: none"> <li>• Ensure that relevant information regarding marketing plans or issues are effectively communicated to key stakeholders, including faculty and staff.</li> <li>•</li> </ul>	<ul style="list-style-type: none"> <li>• Stakeholders are kept informed</li> <li>•</li> </ul>
<b>Cross unit cooperation</b>	<ul style="list-style-type: none"> <li>• Collaborate with other departments as required.</li> <li>• Communicate issues, needs or plans with other departments in a timely manner to ensure any potential impacts have been considered or planned for.</li> <li>• Provide support to faculty and management where appropriate</li> <li>•</li> </ul>	<ul style="list-style-type: none"> <li>• Other departments are aware of potential impacts of department plans.</li> <li>• Information is provided accurately and in a timely manner.</li> </ul>
<b>Capacity</b>		
<b>Student Recruitment</b>	<ul style="list-style-type: none"> <li>• Ensure promotion of the College to all prospective students for on campus and online courses.</li> <li>• Assist the Manager in maintaining partnerships with Christian organisations, churches, business and key figures for the College.</li> <li>• Assist Manager in undertaking promotion of the College online: through Moore College websites, media: online, radio &amp; print</li> <li>• Assists in promotions strategy for Moore College.</li> <li>•</li> </ul>	<ul style="list-style-type: none"> <li>• Achieves and maintains and existing partnerships for the benefit of the promotion of the College.</li> <li>• Achieves 50-60% increase in numbers of prospective student expressions of interest.</li> <li>• Follow up on enquiries within 2 working days.</li> </ul>
<b>Events and Exhibitions</b>	<ul style="list-style-type: none"> <li>• Administration, coordination and updating of External Events Spreadsheet</li> <li>• Attend and market the College at various external conferences and events that arise throughout the year.</li> <li>• Help the Alumni &amp; Fundraising Officer with graduations and other key Moore College events.</li> </ul>	<ul style="list-style-type: none"> <li>• Relevant events are identified.</li> <li>• Events run smoothly and administration is completed in a timely manner.</li> <li>•</li> </ul>

	<ul style="list-style-type: none"> <li>•</li> <li>• Provide competitor analysis data, including external image of Moore College (design and event interaction) at external events / markets.</li> <li>•</li> </ul>	
<b>Sustainability</b>		
<b>Other</b>	<ul style="list-style-type: none"> <li>• Undertake other duties as required by the supervisor.</li> <li>• Ensure processes are documented</li> <li>• Provide support to other team members when required</li> <li>• Manage and maintain the Marketing drive and store records in TRIM as needed.</li> <li>•</li> <li>•</li> </ul>	<ul style="list-style-type: none"> <li>• Records are kept up to date in TRIM</li> </ul>
<b>General</b>		
<b>Community</b>	<ul style="list-style-type: none"> <li>• Demonstration of the College's values</li> <li>• Make a positive contribution to the College culture</li> <li>• Assist and cooperate with other teams</li> <li>• Encourage teamwork and foster good communication.</li> <li>•</li> </ul>	<ul style="list-style-type: none"> <li>• Participation in team and staff meetings</li> <li>• Contributes to the College culture</li> </ul>
<b>Risk and Compliance</b>	<ul style="list-style-type: none"> <li>• Compliance with WHS legislation, policy and Procedures</li> <li>• Participate in, promote and raise awareness of WHS in the College community.</li> <li>• Contribute to the maintenance of a safe, clean environment in the College community.</li> <li>• Ensures compliance with College policies and procedures, applicable legislation and regulatory frameworks.</li> <li>• Manages risk appropriately in all work activities.</li> </ul>	<ul style="list-style-type: none"> <li>• Evidence of participation in WHS activities, e.g. training.</li> <li>• Evidence of risk management in work activities.</li> </ul>
<b>Professional Development</b>	<ul style="list-style-type: none"> <li>• Maintain current competencies.</li> <li>• Attend internal and external training as required.</li> <li>• Participate in the annual performance review</li> </ul>	<ul style="list-style-type: none"> <li>• Competencies remain up to date.</li> <li>• Evidence of participation in internal and external training.</li> <li>• Performance reviews are completed annually</li> </ul>