

## POSITION DESCRIPTION

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### Marketing Officer (Student Recruitment) – HEW 5 Marketing Directorate

<b>Position Number/s</b>	585019
<b>Position Status</b>	Continuing, Full-Time
<b>Position Supervisor</b>	Marketing Coordinator, Student Recruitment
<b>Number of Positions Supervised</b>	Directly: Nil Indirectly: Student Ambassadors
<b>Job Family Category</b>	Specialist Professional

#### You will:

Under the leadership of the Marketing Coordinator (Student Recruitment) and the Senior Marketing Officer (Student Recruitment), assist with the operational aspects (including planning, implementation and review) of CQUniversity's local and national student recruitment strategy, with a focus on maintaining and increasing student numbers and market share in preparatory programs, vocational, undergraduate, honours, postgraduate and research programs across the University.

#### You are responsible for:

- Under guidance, assisting with the planning and implementation of student recruitment strategies for CQUniversity including:
  - relationship building with schools (in consultation with staff from all campuses to ensure a consistent approach)
  - relationship building with the wider community (general public, students of other educational facilities e.g. TAFE, industries and professionals) to facilitate recruitment of non-school leavers
  - delivery of recruitment events such as information nights and Open Days.
- Employing statistics and market intelligence produced within the Division of Marketing to track the effectiveness of recruitment activities.
- Development of audience or region specific activities and plans.
- Represent CQUniversity at careers and recruitment events and expos throughout Queensland and Australia.
- Contribute to effective communication and collaboration between the student recruitment function and key internal stakeholders including student administration, schools and campuses.
- Play a role in the planning and development of content for marketing collateral, particularly prospectuses, course guides and the University's online presence, to ensure that content remains relevant to potential students.
- Contribute to the tracking and management of potential students through the University's customer relationship management (CRM) system. Utilise this tool and data for outgoing marketing strategies, relationship management with prospective students and reporting of effectiveness of all student recruitment activities and events.
- Assist with building a positive image and reputation for the University by representing the Marketing Directorate at internal and external functions, events and meetings (i.e. relationship building).

## Selection Criteria

*Incumbents will need to exhibit the knowledge and educational requirements, skills and experience requirements, critical capabilities and motivational and job fit attributes required for the position.*

*Applicants, please provide detailed examples of how you exhibit the knowledge and education, skills and experience, critical capabilities and motivational and job fit attributes required for the position when preparing your responses to the selection criteria. Please refer to Job Application Form for instructions on how to respond to selection criteria.*

Knowledge and Education	Skills and Experience
<p><b>Essential</b></p> <ul style="list-style-type: none"><li>• Computer literacy in the use of Microsoft Office suite and specialised desktop publishing software and systems and customer relationship management (CRM) system.</li></ul> <p><b>Desirable</b></p> <ul style="list-style-type: none"><li>• Completion of a degree without subsequent work experience; or completion of an associate diploma and at least two years subsequent relevant work related experience; or an equivalent combination of relevant experience and/or education/training.</li><li>• An understanding of the Australian tertiary education industry, state education systems and Tertiary Admissions Centre (QTAC, VTAC, UAC) processes.</li></ul>	<p><b>Essential</b></p> <ul style="list-style-type: none"><li>• Marketing experience including student recruitment, customer relationship management, direct marketing and sales, event coordination and online marketing and social media.</li><li>• Demonstrated interpersonal and communication skills with ability to liaise and build relationships with internal and external stakeholders, consultation and public speaking skills.</li><li>• Attention to detail, proven time management and problem solving skills and well developed organisational skills including experience working within competing deadlines and achieving results.</li></ul>
Critical capabilities	Motivational and Job Fit Factors
<p><b>Achieves results</b></p> <ul style="list-style-type: none"><li>• Takes responsibility for own performance and their contribution to team achievements.</li></ul> <p><b>Engages and connects</b></p> <ul style="list-style-type: none"><li>• Maintains industry networks and connections to the advantage of the University.</li></ul> <p><b>Personal drive and integrity</b></p> <ul style="list-style-type: none"><li>• Takes the initiative required to meet goals and progress work.</li></ul> <p><b>Shapes the future</b></p> <ul style="list-style-type: none"><li>• Considers how creative ideas may be introduced into workplace practices for improvement.</li></ul> <p><b>Communicates with influence</b></p> <ul style="list-style-type: none"><li>• Negotiates with clear understanding of desired outcomes.</li></ul>	<p>This position would suit someone who gains job satisfaction from:</p> <ul style="list-style-type: none"><li>• Diversity in the workforce.</li><li>• Collaborating and cooperating with other departments to achieve positive business outcomes.</li><li>• Continuously improving and exploring new ways to do their job successfully.</li><li>• Striving to exceed customer expectations and maximise customer satisfaction.</li><li>• Working on tasks requiring great attention to detail.</li><li>• Having high responsibility and accountability for completing tasks.</li></ul>

## Other job requirements

- A current Class C driver's licence is a requirement for this position.
- The University conducts its business at locations including Adelaide, Brisbane, Bundaberg, Cairns, Emerald, Gladstone, Mackay, Melbourne, Noosa, Rockhampton and Sydney. The University may require staff to work on other campuses other than the primary location.
- The appointee may be required to work outside the normal span of hours (including weekends and nights).
- The appointee may be required to undertake travel for work purposes.
- This position requires the incumbent to undertake some manual handling tasks. Appropriate training and equipment will be provided.