

## POSITION DESCRIPTION

<b>POSITION TITLE:</b>	<b>Marketing Officer</b>
<b>DIVISION / DEPARTMENT:</b>	<b>Student Recruitment and Services/ Marketing and Communications</b>
<b>CLASSIFICATION LEVEL:</b>	<b>PACCT Level 3</b>
<b>MODE OF EMPLOYMENT:</b>	<b>Fixed Term</b>
<b>*LOCATION:</b>	<b>555 La Trobe Street</b>
<b>Date:</b>	<b>February 2024</b>

\*Note that the incumbent may be required to operate from any work sites of the Institute

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### GENERAL INFORMATION ABOUT THE INSTITUTE

William Angliss Institute is the Government endorsed specialist training provider for the foods, tourism, hospitality and events industries and is recognised as Australia's leading provider of training for these key industry sectors. The Institute aims to provide excellent vocational education and training services for industry, students and government in Victoria, Australia and internationally.

Programs offered by William Angliss Institute range from one-day courses and weekend industry training, through to apprenticeships, nationally recognised certificates and two-year full-time advanced diploma programs. Specialist degree programs extend the Institute's portfolio to provide higher level business and management education. Close links with industry and continuing innovation in the delivery of services ensure the relevance of programs to today's workplace.

### GENERAL INFORMATION ABOUT THE DEPARTMENT

The Student Recruitment and Services department is a newly formed area at the institute that brings together student support services, the Information Centre, marketing and student recruitment and business development.

Strategically focusing effort and attention on continuous improvement of the student experience and reimagining this across the entire student lifecycle, it is responsible for enhanced student experience from pre-purchase through to graduation for domestic students in both VET and higher education, and providing leadership and guidance in the development of business opportunities across the institute in-line with the needs of industry.

### PRIMARY PURPOSE & OBJECTIVES OF THE POSITION

Provide timely and professional administrative and operational support to the team to ensure effective, consistent and reliable delivery of the events and activities.

Maintain guidelines to support events and event management within William Angliss Institute.

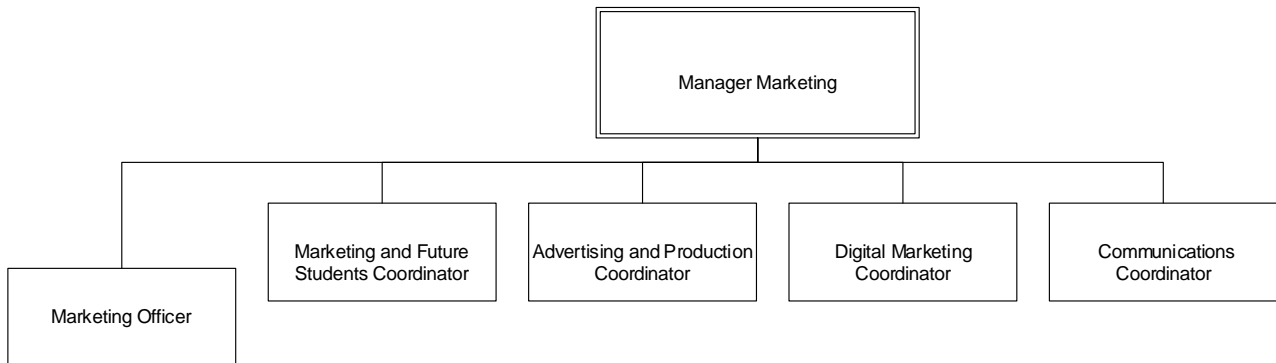
Provide excellent customer service both in person, via emails and phone to both internal and external stakeholders.

Ensure administrative procedures and action items are followed to meet the standard of service and reporting requirements.

## REPORTING RELATIONSHIPS

This position reports directly to the Manager Marketing.

There are no positions reporting to this role.



## KEY DUTIES

- Assist with coordinating the workflow of stakeholder requests to the Marketing and Communications team and ensure the marketing management team are able to access jobs.
- Provide administrative and operational support to the Marketing and Communications team in the planning, delivery and evaluation of marketing, activities and programs.
- Assist and facilitate functions requiring supporting marketing activities (i.e. market research, sourcing quotes, raising purchase orders, ordering merchandise and promotional materials and booking venues).
- Effectively communicate and liaise with relevant internal and external stakeholders (i.e. printers, venues, caterers, booking agents) to ensure marketing requests are delivered in a timely manner.
- Update and maintain the annual William Angliss Institute marketing work flow calendar.
- Advocate and participate in marketing activities, events and programs e.g. Open Day, Future Student Expos and Ministerial Visits.
- Monitor social media and other public-facing digital platforms for accuracy and compliance.
- Provide graphic design requests as required e.g. PowerPoint presentations, word documents and social media posts using programs such as Canva.

## Other Responsibilities:

- The incumbent can expect to be allocated duties not specifically mentioned in this document but within the capacity, qualifications and experience normally expected from persons occupying positions at this classification level.
- Specific performance objectives will be negotiated as part of the Institute's regular performance review process.
- The incumbent will be required to comply with the Institute and Public Sector Code of Conduct, Occupational Health and Safety Policy and Procedures, Child Safe Policy and Procedures, Diversity, Access and Equity Policy and all other relevant legislation, policy, procedures or practices.

- Be familiar and ensure compliance with the relevant state and territory Vocational Educational and Training (VET) Government Funding Contract at all times by meeting contractual requirements of the Contract(s) and ensuring all staff are aware of their responsibilities mandated by the Contract(s). Ensure that internal and external audit recommendations that relate to the relevant VET Government Funding Contract(s) are actioned and implemented on a timely basis and reported accordingly.
- Contribute, collaboratively, towards the achievement of the aims and objectives of the Student Engagement Team and undertaking other relevant duties as required.

***In accordance with the William Angliss Institute of TAFE PACCT Staff Enterprise Agreement 2021 (PACCT EBA), the following descriptions apply for PACCT LEVEL 3 positions.***

## **EDUCATION, TRAINING AND EXPERIENCE**

*Education, Training and Experience means the type and duration of training which the duties of the classification level typically require for effective performance. Training is the knowledge through formal education, on the job instruction or exposure to procedures.*

Relevant Degree or Diploma with little or no relevant work experience; or a suitable combination of lesser qualifications and relevant experience.

At this level, employees have theoretical knowledge which may be applied to a range of procedures and tasks.

## **TASK LEVEL**

*Task Level means the type, complexity and responsibility of the tasks typically performed by staff within each proposed classification level.*

Perform work assignments within timelines generally stipulated by standard practices and procedures.

Apply knowledge to a varied range of different tasks that are within the nature of work assigned and relevant standards and procedures.

Undertake creative, planning and design functions in consultation with the supervisor.

Managing time, setting priorities, planning and organising own work and that of supervised employees.

Skills sufficient to co-ordinate the duties of, and convey appropriate instructions to staff at lower levels.

## **JUDGEMENT AND PROBLEM SOLVING**

*Judgement is the ability to make sound decisions, recognising the consequences of decisions taken or actions performed, and Problem Solving is the process of defining or selecting the appropriate course of action where alternative courses of action are available.*

Employees at this level diagnose and solve problems through the application of theoretical principles and techniques and prioritise directed work.

Employees provide interpretive advice requiring knowledge of rules and regulations of the work area and in the application of procedures requiring expertise in a specialist area or broad knowledge of a range of functions.

## **SUPERVISION AND INDEPENDENCE**

*Supervision and Independence means both the way in which positions are supervised, managed or held accountable, and the degree of independence which applies in supervising or managing other staff or contractors. Independence is also the extent to which a staff member can work independently without supervision or direction.*

Duties undertaken under routine supervision.

Schedule workloads appropriately.

May be required to provide close supervision to subordinate positions performing routine duties (first level of supervision).

Liaison with staff at higher levels.

May undertake stand-alone work.

## **ORGANISATIONAL RELATIONSHIP AND IMPACT**

*Organisational Relationship and Impact means the level of knowledge and awareness of the organisation, its structure and functions that would be expected in the performance of the duties of the position, and the purposes to which that organisational knowledge and awareness may be put.*

Operational knowledge of relevant functional areas.

Perform tasks/assignments requiring proficiency in the work area's rules/regulations, processes and techniques understanding how they interact with other related functions.

## **INTERPERSONAL SKILLS**

*Interpersonal Skills means the level of communication skills both verbal and written and the scope of the circumstances where the staff member is expected to use these skills.*

Ability to communicate operational requirements to members of the public and/or other employees, on an individual and team basis, in the administration of well-defined activities, in the resolution of problems, and in the supervision of other employees where appropriate.

Require skills in verbal and written communication to enable the preparation of routine correspondence and reports.

**Note: PACCT Staff at this level must also be competent in meeting criteria detailed for the previous level as per Schedule 2 of the PACCT EBA.**

## **KEY SELECTION CRITERIA**

1. A relevant Degree or Diploma with little or no relevant work experience; or a suitable combination of lesser qualifications and relevant experience (ideally marketing or similar discipline).
2. Demonstrated experience in an administration role (ideally within an education setting), involving the coordination of a range of functions.
3. Excellent customer service, interpersonal and communication skills (both verbal and written), with a proven record of customer focussed outcomes.
4. A high level of attention to detail, with the ability to prioritise tasks and work both independently and as part of a team.
5. Demonstrated computer skills and proficiency in the Microsoft suite is required. Experience using student management systems (specifically Technology One Student Management) and/or electronic direct mail software is desirable.
6. Demonstrated behaviours that align with the William Angliss Institute Values.

## **SPECIAL CONDITIONS**

- Period of work outside normal hours may be required e.g. Orientations, Graduations, Open Day.
- Provision and or willingness to obtain a Working with Children Check (employee) will be required prior to commencement. The incumbent will be required to renew prior to expiry date of the current check whilst employed by the Institute.
- Provision and or willingness to obtain a Police Check will be required prior to commencement and renewal every five years thereafter.

## **WILLIAM ANGLISS INSTITUTE STRATEGY 2024 - 2028**

### **Our Vision:**

To be Australia's recognised first choice educational provider of foods, tourism, hospitality and events skills and knowledge.

### **Our Mission:**

To deliver the highest quality specialist skills and education to inspire and empower a diverse community of learners.

### **Our Business Strategy:**

Our Vision and Mission drive the business strategy of the Institute. As a specialist provider unique in Australia's post-secondary education landscape differentiation is central to William Angliss Institute's business strategy.

### **Differentiation Includes:**

- being recognised for the quality of the student experience
- being recognised for the capability of our graduates
- actively applying innovation within our programs
- being recognised for facilitating lifelong learning
- further development of transnational educational delivery through an off-shore network
- a commitment to applied research

### **Differentiation will support:**

- growing in a manageable and profitable manner
- practising sustainable development
- celebrating our expertise
- continuing to build successfully on our heritage, our industry, our people, our community and our alumni

William Angliss Institute acknowledges the traditional owners of the land on which our campus facilities are based and through our actions seek to share and build knowledge across our staff and students with respect to First Nations culture.

### **Focus Areas:**

William Angliss Institute's Strategic Plan 2024- 2028 has five focus areas. They are:

1. Enhancing the Student Experience
2. Fostering Education Excellence
3. Optimising International Opportunities
4. Engaging with Industry, Community and Alumni
5. Being Sustainable

### **Institute Values**

Personal Responsibility:	accountable, responsive, with integrity, respect and impartiality and acknowledging human rights
Inspiration:	passionate, stimulating and optimistic
Empowerment:	nurturing, encouragement and challenging
Community:	sharing, partnership and connections
Expertise	Leadership, innovation and industry practice