



## POSITION DESCRIPTION

<b>Position:</b>	Marketing Coordinator (full time) 12 month fixed term position
<b>Department:</b>	Marketing, Communications and Events
<b>Reporting to:</b>	Director Marketing, Communications and Events
<b>Directly Supervising:</b>	nil
<b>Salary Range:</b>	Band Level 3, FTE\$72,000.00 to \$80,000.00 plus 10% Superannuation and Leave Loading 17.5%
<b>Contact:</b>	Ms. Sarah Lawrie 03 9348 7532
<b>Date:</b>	March 2017

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## POSITION SUMMARY

Working with internal and external stakeholders, the purpose of the Marketing Coordinator is to provide support to the management, planning and implementation of marketing functions that promote and enhance the College's reputation as a leading academic institution. The Marketing Coordinator will play a key role in developing and implementing marketing plans to support the implementation of the College's overarching Strategic Plan.

## SELECTION CRITERIA

### Essential:

1. A qualification relevant to Degree in Marketing or a related field.
2. A minimum 5-7 years demonstrated work experience in a similar role in marketing or a related field.
3. Demonstrated project management capabilities.
4. Demonstrated success in developing, implementing and evaluating marketing campaigns.
5. Well developed stakeholder management skills including working with diverse stakeholder groups across varying levels of seniority and divisions of the College.
6. High interpersonal communication skills (written and oral), including presentation skills at all levels within a culturally diverse education community or similar environment.
7. Demonstrated ability to prioritise competing tasks, meet deadlines and work under pressure as well as contribute and work within a team and independently.
8. Demonstrated computer skills using Word, Excel and a range of software, preferable in a Mac environment, and an ability to learn new systems.

9. An interest in and desire to contribute to the educational vision, values and planning and strategies of the College.

**Further Information:**

- Applicants must be Australian Citizens, Permanent Residents or hold a valid work permit or visa. If called for interview evidence of status will be required
- Applicants will be required to bring originals or certified copies of academic and other qualifications if called for interview.
- The successful applicant must secure, or be in the process of securing, a Working with Children approval.

**KEY RESPONSIBILITIES**

1. Under broad direction from the Director Marketing, Communications and Events, provide support on a range of projects related to marketing the College.
2. Develop and implement marketing plans and evaluate their effectiveness in relation to the College's Strategic Plan.
3. Contribute to the development and implementation of marketing and communication strategies in order to enhance the reputation of the College locally, nationally and internationally in line with the College-wide marketing strategy.
4. Provide a range of services related to the planning and scheduling of marketing activities.
5. Support the development of an internal marketing plan.
6. Assist with other marketing and communications related functions including content preparation, event assistance and social media planning.
7. Undertake basic market research tasks, market segment analysis and information collation and dissemination through the use of email, newspapers and internet.
8. Assist with the preparation of content for social media and web campaigns and ensure that analytics are in place to measure success.

**OCCUPATIONAL HEALTH AND SAFETY (OHS)**

All staff are responsible for safe work procedures and instructions.

**Employees** must:

- Cooperate with the College in relation to activities and training taken by the College to comply with OHS legislation as well as, Trinity College OHS Policy and Procedures.
- Comply with the OHS guidelines in the Staff Terms and Conditions.
- Adopt work practices that support OHS.
- Take reasonable care for their own health and safety and the health and safety of other people who may be affected by their conduct in the workplace.
- Seek guidance for all new or modified work procedures for work safe practices.
- Ensure that any hazardous conditions, near misses and injuries are reported immediately to the supervisor.
- Participate in meetings, training and other environment, health and safety activities.
- Not wilfully place at risk the health or safety of any person in the work place.
- Not wilfully or recklessly interfere with or misuse anything provided in the interest of environment health and safety or welfare.

## TRINITY COLLEGE

Founded in 1872 as the first college of the University of Melbourne, Trinity College is a unique tertiary institution that provides a diverse range of rigorous academic programs for more than 2,500 talented students from across Australia and around the world. These programs include:

- The residential College for undergraduate and postgraduate students of the University of Melbourne, both resident and non-resident.
- The Pathways School, including Trinity College Foundation Studies (TCFS), a one-year course which prepares able overseas students for undergraduate entry to the University of Melbourne and other leading Australian universities; a BA (Extended) pathway for indigenous students in partnership with the University of Melbourne; Young Leaders Program for domestic and overseas secondary school students, various short courses and conferences.
- Trinity College Theological School (TCTS), which offers degree and other courses for training and forming Anglican clergy and others, on campus, online, and in parishes.

Trinity promotes academic excellence across a balanced, all-round education that includes both 'breadth' and 'depth' of content, together with the development of ethical values, personal integrity, leadership and social responsibility. A Trinity education is further characterised by a high level of international engagement and a strong commitment to equity and diversity.

These educational programs are supported by the College Library, Art Collection and Archives, Information Technology, the College Chapel and Chaplaincy, Music – including a world-class Choir – Communications, Human Resources, and Finance and Administration – including finance, accounts, property and operations, and conferences and hospitality. The Advancement Office and Trinity College Foundation undertake friend-raising and fund-raising activities that benefit the College as a whole.

An Anglican institution, Trinity welcomes people of all faiths and none. The College celebrates, and is enriched by, the diversity of backgrounds of its staff and students.

***Trinity College: Excellence, Community, Diversity, Society***