



Careers at SCOTS PGC College

Information for applicants

Vacancy:	Enrolments and Marketing Officer
Vacancy code:	EMO17
Closing date:	Friday, 22 September 2017
Commencement date:	As soon as possible

The College

SCOTS PGC College is a Uniting Church school that aims to offer the finest co-educational learning experience in South-East Queensland. We encourage striving for individual excellence and achievement as well as promoting a value of service to the wider community. Our philosophy of schooling rests squarely on the belief that a true education encourages young people to question and explore, to develop a strong sense of personal identity, to strive to achieve one's best, and to value the act of serving without losing one's desire to lead.

We are a specialist co-educational boarding and day school that includes students, Prep through to Year 12 located in Warwick, Queensland.

The role

We seek to appoint an experienced and highly motivated person to drive our enrolment and marketing activities. The successful applicant will have excellent interpersonal and relationship building skills and be familiar with contemporary marketing, sales and promotional methods and strategies.

You will need to possess a high level of competence in the use of desktop publishing and website management tools.

This is a full-time position to commence as soon as possible.

Selection criteria

Essential

1. Previous experience in marketing within a service or knowledge-based industry.
2. An understanding of the independent education sector and in particular, the boarding schools segment within the Darling Downs.
3. Excellent communication and interpersonal skills.
4. The ability to create and maintain strong relationships with stakeholders.
5. Demonstrated experience in the use of social media to market and promote.
6. Excellent ICT skills. The successful applicant will need to be proficient in the use of desktop publishing software as well as experience in general website maintenance.



7. The successful applicant will need to obtain a Positive Notice (Blue Card) for child-related employment in Queensland.

Desirable

1. Diploma level qualifications in marketing/communications/sales.

How to apply

All applications should be submitted via the College's Seek.com.au portal by clicking the link below.

APPLY FOR THIS POSITION

Applications should include:

1. A letter of application addressed to the Principal.
2. A statement addressing the key selection criteria.
3. Current resume outlining your career and key attributes.
4. Contact details of at least two professional referees including your current employer.

Applicants should not provide original documents within their application.

The successful applicant will be subject to employment screening which can include;

1. Reference checking and verification of employment history
2. Criminal history check
3. Psychometric assessments depending on the role.

All applicants must be eligible to hold a Positive Notice (Blue Card) for child-related employment in Queensland. The College is committed to providing a safe environment for all students and staff. Applicants must be committed to the values of our child-safe environment.

Questions?

Enquiries can be directed to the Human Resources Officer on 07 4666 9811 or employment@scotspqc.com.au. Information for applicants can be found on the Employment page of the College's website scotspqc.com.au



POSITION DESCRIPTION

COLLEGE PURPOSE

The College provides an outstanding holistic co-educational education to students throughout South East Queensland and beyond enabling them to become positive, resilient and engaged global citizens.

VISION

The College espouses all of the values of the Uniting Church ensuring that these inform our students' lives as individuals and a community. While emulating the values of the Uniting Church, concurrently instil and develop the values and traits of:

- Excellence
- Curiosity
- Caring
- Integrity
- Innovation
- Courage

POSITION TITLE

Enrolments and Marketing Officer

ORGANISATIONAL RELATIONSHIPS

Reports to: Principal

Direct reports: Nil

Internal relationships: Works closely with;

- Business Manager
- Principal's Personal Assistant
- Heads of School
- Director of Boarding
- College Administration Officer

External relationships:

- Current and future families
- International student agents
- Government departments servicing international and indigenous students
- Marketing/Communications/Public relation consultants
- Relevant media outlets



CLASSIFICATION

- SCOTS PGC Enterprise Agreement
- School Officer Level 5
- Full-time

INCUMBENT

Vacant

POSITION OBJECTIVE

Developing beneficial relationships with future and current families of the College. The incumbent will aim to attract new students to the College by implementation of marketing strategies and plans. Effective friend-raising, relationship building, marketing and information technology skills will be essential for success in this position.

SKILLS AND ABILITIES

- Excellent communication and interpersonal skills.
- Well-developed information technology skills including the use of Microsoft Office, database and desktop publishing.
- Carry out the functions of the role with the highest integrity and ethics.
- Ability to work autonomously yet contribute to the management team of the College.
- An ability to think laterally and creatively.
- An ability to work effectively as a part of a small, dedicated team.
- Ability to use social media platforms to effectively contribute to the College's marketing and communication strategies.

KNOWLEDGE

- Knowledge of contemporary marketing practices relevant to service and knowledge-based industries inclusive of advertising strategies.
- Knowledge of the educational and pastoral care needs of students and families from a range of geographical, socio-economic and cultural backgrounds.
- Well-developed understanding of the use of digital marketing strategies including the use of social media in marketing and communicating.
- A broad understanding of the independent education sector is highly desirable.
- Knowledge of privacy and anti-discrimination legislation

QUALIFICATIONS AND EXPERIENCE

- Diploma level qualifications in marketing/communication/sales would be highly desirable.
- Current Positive Notice for child related employment in Queensland or the ability to obtain a Positive Notice upon commencement.
- Previous experience in a marketing/development role in a service or knowledge-based context.



- Current Open class driver's licence and the ability and willingness to travel to marketing and promotional events.

OTHER ATTRIBUTES AND CONDITIONS

Due to the nature of the position, the incumbent must possess a friendly, happy demeanour and maintain a high standard of personal presentation.

KEY RESPONSIBILITIES AND DUTIES

The key responsibilities may be modified from time to time to ensure the expected outcomes are co-ordinated with the College's strategic plan. Without limiting the above, the key responsibilities and duties shall include:

Marketing

- Develop and maintain positive relationships with key groups and individuals who can assist in communicating the high quality benefits of a SCOTS PGC education.
- Represent the College at various development and friend and profile raising activities and functions
- Implement and monitor a contemporary, researched marketing plan that aims to increase College enrolments in both day and boarding segments.
- Communicate the benefits of a SCOTS PGC education through word of mouth, print, web and social media formats.
- Attend a range of targeted functions, expos, field days and activities that will assist in marketing the College to potential families.
- In conjunction with the Principal, investigate potential new markets and opportunities such as international, indigenous and distance education.
- Provide regular reports to the Principal and on relevant marketing and development activities, progress, opportunities and threats
- Maintain and review the College Prospectus and other enrolment and marketing publications as required.
- Remain alert and aware to competitors marketing campaigns, threats and opportunities.
- Manage external agencies and suppliers to aid in the development of marketing materials and execution where relevant

Enrolment process

Manage the student enrolment process including;

- Communicating with new families
- Ensure the complete and accurate entry of student and family information into the College database.
- Appropriate sharing of enrolment information to ensure there is accurate record keeping and information transfer.
- Work with Heads of School and the Director of Boarding to ensure there is a seamless induction process for all students enrolling in the College.



- Work closely with the Business Manager and Finance staff on relevant enrolment, tuition and boarding fees.
- Communicate with the Principal's PA and Heads of School regarding enrolment interviews and updates.
- Monitor and review all admissions practices and processes to ensure best practice and that enrolments are maximised.

CRICOS

- Work closely with the Principal and Principal's Personal Assistant to ensure that the College is compliant with all CRICOS requirements and that relevant policies and handbooks are reviewed and updated in a timely manner.
- Liaise with government and industry representatives relevant to our CRICOS registration.
- Work closely with international student agents.

Digital

Develop and manage the College's digital presence through:

- Updating and ongoing maintenance of the College website
- Management of the College's social media channels and strategies

Publications

- Updating of online publications
- Development of marketing publications

GENERAL PERFORMANCE STANDARDS

- Tasks allocated to the position shall be performed to agreed standards and in accordance with established procedural guidelines.
- Work is carried out in accordance with accepted industry standards and legislative requirements or standards which may be appropriate and including College policies and procedures.
- Allocated tasks and reporting requirements are consistently completed within the agreed time frames.
- Actively participates in planning and recommending possible ways in which allocated tasks and responsibilities can be carried out more effectively and efficiently.
- Demonstrate a spirit of co-operation toward other employees and the achievement of the College's aims and objectives.