



Strategic Marketing Specialist Position Description

POSITION:	Strategic Marketing Specialist
RESPONSIBLE TO:	Principal / CEO
REPORTS TO:	Director of Marketing and Communications

About Sheldon College

Committed to its basic philosophy of **Love, Laughter and Learning**, Sheldon College caters for children from 15 months of age through to Year 12. The College campus is located on 56 acres in a semi-rural setting on Taylor Road in Sheldon. The College was established in 1997 and is committed to providing a quality education for all students in a safe, secure learning environment which is characterised by high standards for both staff and students in the areas of dress and appearance, behaviour and individual scholarship and work habits.

About the Role

Sheldon College is a highly regarded educational institution which aspires in every respect to be an exemplary institution – a College renowned for its excellence in academic, sporting and cultural pursuits. The position of Strategic Marketing Specialist will be an integral position within the College and is responsible for the coordination of marketing and communication content and activities to promote the College.

The position will support the College's marketing and communication activities to ensure the operation and delivery of an exceptional range of services in a manner which reinforces the College as one of the leading institutions of its kind in Australia.

Duties and Responsibilities

The duties performed by the Strategic Marketing Specialist include the following:

- Development and execution of advertising and brand campaigns that improve the market penetration of the College.
- Provision of end-to-end management and execution of marketing campaigns including managing budgets, scheduling, content management, client communication and reporting.
- Intermediate multi-media design skills using appropriate software design tools for application across multiple platforms.
- Experience with the Integration of email campaigns, social media, marketing automation software and CRMs required as well as a working knowledge of Search (SEM/SEO), UX, website design, customer experience metrics and an understanding of Google Analytics and other analytics tools/software.
- Support the portfolio of the Director of Business Development including philanthropy, alumni engagement, partnerships and supporting international student recruitment activities for the College.
- Management of inbound marketing via the CRM and recruitment and philanthropy campaigns, including supporting the enquiries, enrolment and admissions functions of the College.
- Coordination of the delivery of special College events and the promotion of those events.
- Coordination of content for Marketing and Development function including electronic direct mail, social media, CRM campaigns and other digital platforms.
- Responding to client briefs and providing marketing advice that meets brand guidelines.
- Coordination of College advertising, content marketing, social media activity, general digital marketing including publishing web content.
- Monitor relevant news and social media discussions about the College and identify opportunities to engage, gain insights and respond appropriately to any negative content.
- Development of copy and content for online channels including email and web for recruitment, fundraising, electronic direct mail campaigns and articles for syndication.



- Publish social media campaigns and on social networking sites in-line with the College's brand standards and policies and review policies in-line with industry best practices.
- Work with Communications Officer to develop and implement a monthly content strategy
- Assist in developing and be responsible for coordinating resources for recruitment events such as workshops, presentations, special functions and Open Days
- Track and report on the implementation and achievements of marketing and development activities coordinated within the position utilising market research to measure and report on the effectiveness of activities.
- Assist in developing and actively contribute to College marketing materials including brochures, newsletter, media releases, websites and other online engagement tools to communicate with target audiences
- Development of copy and content for online channels including email and web for recruitment, fundraising, electronic direct mail campaigns and articles for syndication.
- Publish social media campaigns and on social networking sites in-line with the College's brand standards and policies and review policies in-line with industry best practices.

Selection Criteria

- Minimum of 5 years' practical experience in a brand and marketing environment with strong experience in digital marketing.
- Intermediate multimedia design skills and experience with design software such as the Adobe Creative Suite including InDesign and Photoshop.
- Experience in executing integrated strategic marketing campaigns that have delivered strong results.
- Demonstrated extensive experience working with CRMs and other marketing related software to achieve business results.
- Strong experience in deploying video and design assets into traditional media, social media, digital marketing and content marketing.
- Strong creative and analytical skills.
- Effective project and time management skills.
- A self-motivated and proactive approach.
- Strong interpersonal and oral communication skills including the ability to communicate, influence, negotiate and consult with a range of staff, clients, corporate representatives and members of the general public.
- Demonstrated ability to work within a high pressure multi-faceted team environment.

Qualifications

- Minimum Bachelor's Degree in Advertising/Marketing/PR or Communications with majors in Marketing and/or equivalent industry experience or
- Must have agency or media experience and or experience working with external advertising agencies for production and creative.
- Experience in the education sector will also be highly regarded.

Conditions of Employment

- **Hours:**
Will be required to periodically work hours outside of normal College operations.
- **Remuneration:**
An attractive remuneration package will be negotiated with the successful applicant in consideration of their relevant industry qualifications, experience and expertise.
- **Leave:**
All sick leave, annual leave and long service leave conditions will be in accordance with the Sheldon College Corporate Staff Enterprise Bargaining Agreement.
- **Corporate Uniform:**
All employees are required to wear Corporate Uniform which is available from the College Uniform Shop at each employee's own expense.
- **Working with Children:**
The position is subject to the issue of a positive notice from the Commission for Children and Young People and Child Guardian (Blue Card).