

# Position Description

**Marketing and Student Recruitment Manager**

**Position Title: Marketing and Student Recruitment Manager**

**Organisation Unit:** Marketing and Student Recruitment

**Reports to:** Vice President, Operations

**Type of Employment:** Full time, permanent

**Classification:** General Staff

**Remuneration:** By negotiation

## Further Information: recruitment@chc.edu.au

**BACKGROUND**

CHC has offered higher education courses since 1986 and is student-centric in its focus. CHC offers degree courses in Business, Education, Liberal Arts, Social Sciences (Human Services and Counselling) and Ministries. We are seeking an innovative Marketing and Student Recruitment Manager to promote CHC’s courses and brand and grow enrolment. This role involves optimizing marketing and recruitment strategies, managing the department’s budget and staff.

Extensive knowledge of marketing strategies and tactics (traditional and digital) are key as well as an understanding of the uniqueness of marketing from the perspective of a faith-based institution such as CHC.

**SCOPE OF THE POSITION**

Reporting to the Vice-President, Operations and working with other members of the CHC Executive and Operations team, the Marketing and Student Recruitment Manager serves the whole organisation's requirements to recruit undergraduate and postgraduate students, and promote the CHC brand and courses, the College campus and Course offerings to all stakeholder groups.

This role will provide the leadership, planning, implementation and reporting necessary to create and execute marketing and recruitment strategies to reach our varied stakeholder groups including school leavers and mature age prospective students, schools and their relevant decision makers, organisations, churches, the CHC student community and the general public.

## KEY OBJECTIVES

* To increase brand awareness and value for Christian Heritage College, its unique study environment and course offerings to all target groups for the purposes of increasing student application numbers;
* Provide leadership to the Marketing and Student Recruitment team and the College overall, in the development and execution of strategic marketing and student recruitment to increase enquiry and enrolment of prospective students.

**DUTY STATEMENT**

**Student Recruitment**

The Marketing and Student Recruitment Manager will collaborate with academic leaders and relevant College functions to innovate and develop student recruitment services and marketing, communications that deliver consistent high-quality outcomes in support of the College’s academic endeavours and strategic plan objectives.

The role is responsible for developing, implementing and refining the student recruitment strategy and activities to promote the College’s learning programs and research capabilities both domestically and internationally, while ensuring alignment with the overall College strategy. It is responsible for ensuring all relevant compliance requirements are met and identifying continuous improvement opportunities.

Specifically, the Marketing and Student Recruitment Manager is responsible for developing and implementing the Student Recruitment program, including:

* Data-driven management of the student recruitment process
* Lead acquisition and generation
* Oversight of lead nurture and follow-up
* Reporting against prospect and enrolment targets

## CHC Marketing & Communication Strategy & Implementation

To advance CHC’s business positioning and brand value across all key stakeholder groups, the role will be responsible for:

* Developing/ implementing a Strategic Marketing Plan in consultation with CHC Executive;
* Ensure the effectiveness of all marketing communications activities through the alignment of key messages, tactics, budgets, timing and measurement;
* Assume a leadership role in overseeing the creative expression, cross-organisation synergy and quality control of all key messages, in line with CHC’s brand positioning, through all communications solutions;
* Use analytics and insights to inform future campaigns and marketing planning.

## Promotions and Advertising

* Overseeing branding, advertising, and promotional campaigns including the production of all CHC marketing collateral – print and digital – including:
	+ Course Guides and brochures
	+ Promotional merchandise
	+ Outdoor advertising
	+ CHC website, including search engine optimisation
	+ Email marketing
	+ Social media – paid and organic
* CHC Branding
	+ Lead the innovation and further development of the CHC brand and its consistent application across the College;
	+ Ensure brand continuity across all Academic schools and in all internal and external communications strategies.
* Event Management
	+ Lead the planning, organisation and co-ordination of CHC recruitment events including Open Nights as well as displays/stands at careers expos, conferences and other events.

## Marketing Team Leadership

* Manage the Marketing and Student Recruitment staff;
* Externally sourced marketing service providers;
* Preparing and presenting timely reports.

## Miscellaneous

* Serve on various college committees;
* Attend various college functions as needed;
* Other duties as directed.

## WORKPLACE HEALTH AND SAFETY

All employees have an obligation to comply with CHC’s workplace health and safety policies, procedures and instructions to ensure a safe workplace.

## EQUAL OPPORTUNITY

CHC is an equal opportunity employer. All employees are required to be aware of and demonstrate a commitment to the principles of equal opportunity in the workplace.

## STAFF DEVELOPMENT

All employees are required to participate in staff training and development activities to assist in the achievement of individual/work objectives.

## SELECTION CRITERIA

**Qualifications/ Requirements**

* Marketing/ Communications or related qualification - Bachelor or higher;
* Proven work experience as a Marketing/ Communications or recruitment manager, consultant or coordinator;
* Working knowledge of the principles and practices of communications and media in relation to social media and website management;
* Graphic design skills and CRM management experience would be a plus;
* A living and personal relationship with Jesus Christ and strong Christian character evidenced by servant leadership, a commitment to the local church, valuing people and a willingness to submit to organisational leadership;
* Proven problem-solving and decision-making skills;
* Excellent verbal and written communication skills, including abilities to present ideas effectively to groups and individuals;
* Strong team management skills;
* Ability to prioritize amongst competing demands;
* Strong attention to detail;
* Ability to self-motivate and adhere to strict deadlines.

## Personal Qualities

CHC requires that the Marketing and Student Recruitment Manager:

* Subscribe to CHC’s Lifestyle Requirements;
* Demonstrate a living and personal relationship with Jesus Christ;
* Show strong Christian character evidenced by servant leadership and valuing people;
* Be a member or in regular attendance at a local Christian church;
* Hold a “Blue Card” from the Commission of Children and Young People for the purposes
* of proactively connecting with schools and school-related promotional events.