

## Marketing Coordinator - Digital

<b>Position Title:</b>	Marketing Coordinator - Digital
<b>Reports to:</b>	Marketing and Student Recruitment Manager
<b>Type of Employment:</b>	Full-time
<b>Classification:</b>	Marketing
<b>Remuneration:</b>	HEW 6
<b>Further Information:</b>	Krystal Lopez
<b>Email:</b>	<a href="mailto:recruitment@chc.edu.au">recruitment@chc.edu.au</a>

This is a respected position at CHC and well suited to the ambitious professional who is ready to take the next step in their career. You will be mentored and guided by our caring, faith-led environment sharing team goals and the mission of CHC. If you are up on social media trends, experienced in design or photography, digital marketing, excellent communication, and a proactive mindset, this role could be an exciting opportunity for you.

As the *Marketing Coordinator - Digital*, you will play a key role in the digital marketing of the CHC brand, from managing social media accounts to replying to comments. The successful candidate will engage well with various stakeholders, complete tasks accurately within deadlines, and skilfully prioritise to manage multiple tasks. As a versatile team player, you'll enjoy assisting team members in achieving shared goals. You will also highly value creating a positive experience for all students at all stages of their college journey.

To apply please submit a cover letter and curriculum vita to [recruitment@chc.edu.au](mailto:recruitment@chc.edu.au).

### Position Description

The *Marketing Coordinator* reports to the *Marketing and Student Recruitment Manager* and is responsible for ensuring the digital marketing of CHC facilitates strong brand recognition, business growth and user experience. This includes managing websites, social media, electronic direct mail, and CRM. The role also includes building productive relationships with a diverse range of potential students and stakeholders and ensures events are well organised and meeting objectives.

The role requires upholding and promoting the vision and ethos of CHC, being an active team member and promoter of CHC, and being an example to students.

## Position Duties

1. Bring dynamic influence in managing the social media and digital channels, understand, and optimise content requirements for each channel and be committed to staying up to date with the latest trends in the digital media landscape.
2. Help drive digital content and develop creative assets ideally with photography, videography, or video editing skills.
3. Work with the Marketing Manager to enhance the CHC website customer experience, including SEO, event promotion and functionality.
4. Develop online events, webinars, or video activations for potential students where required.
5. Visit schools where necessary, this may include travel.
6. Assist in campaign development including managing digital advertising campaigns using platforms such as Meta Ads.
7. Utilise the CRM to help the team manage customer relationships, stakeholder relationships, track marketing success and identify opportunities for improvement.
8. Organise and attend promotional events and sales exhibitions as needed.
9. Ensure student enquiries are positively responded to with timely follow-ups.
10. Work with course coordinators, admissions and faculty to ensure nurtured progression of prospective students.
11. Assist in quality reporting of marketing activities, KPIs and strategy.
12. Ensure the goals of the broader marketing team are met.

## Community Engagement

- Encouragement of spiritual growth and development of students and colleagues.
- Assist in referrals where appropriate to counselling or pastoral support.
- Know the campus, broader INC team and networks.

## 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

### Essential

The successful candidate will possess:

1. Experience in a similar role with demonstrated marketing acumen.
2. Advanced knowledge of the Adobe Creative Suite.
3. Experienced in content creation.
4. Sales experience and confidence in engaging people to consider an opportunity.
5. Excellent interpersonal and written/verbal communication skills.
6. Experience in advocating and negotiation to resolve issues.
7. Excellent attention to detail including in all aspects of presentation of work.
8. Excellent personal presentation and an understanding of being a representative.
9. A commitment to equal opportunity and experience working with diverse populations.
10. Self-motivation, excellent time management, and organisation skills.
11. Evening and some weekend work as negotiated may be necessary to fulfill job responsibilities.
12. Ability to work in a collaborative, team environment.
13. Innovate and operate in a sometimes fast-paced environment.
14. Prioritise work, work under pressure with minimal supervision.
15. Support and promote the ethos of CHC.

### Desirable

- A relevant post-secondary qualification, Bachelor level qualification preferred.
- Photography or videography skills.

### Personal Qualities

- Adherence to a traditional Christian faith and evidence of mature Christian character.
- Demonstrated sympathy with the INC Statement of Faith and the nature and aims of Pentecostal/Charismatic Christianity.
- Commitment to the values articulated in the CHC mission statement.
- Commitment to active involvement in a local church.
- Interest in and care for students.
- The ability to be self-motivated and to work with minimal direction whilst ensuring stakeholder input.
- The ability to work as part of a team with other staff.