

## POSITION DESCRIPTION

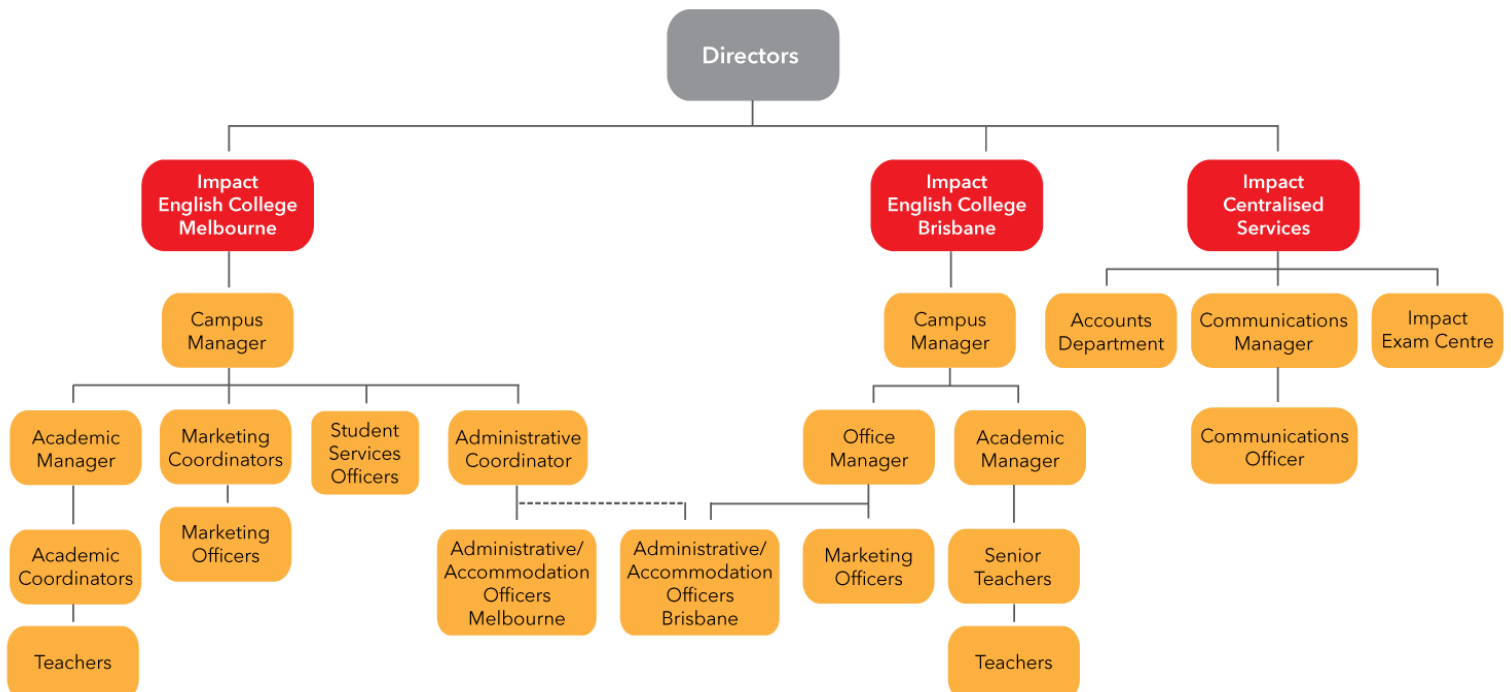
### THE POSITION

**POSITION TITLE:** Marketing Officer  
**TYPE OF EMPLOYMENT:** Full time contract position  
**WORKING HOURS:** 37.5 hours per week between the hours of 8.00 to 6.00  
**REPORTS TO:** Marketing Director / Marketing Coordinator  
**LOCATION:** Impact English College/ Melbourne or Brisbane CBD

### POSITION PURPOSE

The purpose of this position is to support the ongoing growth of the college. Marketing Officers are expected not only to achieve the college's sales target but also to assist the students in their individual study plans and to enhance their experience at the college. Marketing Officers play a major role in delivering the Mission of Impact English College, which is to provide quality lessons and support our students in achieving their goals.

### ORGANISATIONAL CHART



## KEY RESULTS AREAS AND RESPONSIBILITIES

### SALES AND MARKETING STRATEGIES

- Achieve monthly and yearly sales targets for the allocated market/s set by the college
- Promote all courses that the college offers and achieve student number targets set by the college
- Identify the extension potential of every student through ongoing counselling
- Prepare and present weekly reports and monthly sales reports
- Manage the marketing budget for the allocated market/s in consultation with the line manager
- Implement and evaluate country specific plans for recruiting students within the context of the overall company's marketing strategy in order to achieve sales targets in consultation with the line manager
- Undertake and measure the success of promotional activities against clear sales targets in target market/s
- Undertake marketing trips as required
- Assist with preparation of marketing trips of other team members as required
- Look after enquiries from prospective students (walk-ins, level checks, school tours, phone calls and email enquiries etc)
- Follow up pending offer letters and outstanding payments
- Assist Communications Manager in creation of marketing materials such as student testimonials, online promotional ideas, etc.
- Other duties as requested

### AGENTS' PERFORMANCE MANAGEMENT (ONSHORE & OFFSHORE)

- Maintain and further develop relationships with existing agencies in target market/s
- Establish new business opportunities with agencies
- Maintain accurate agent information in the college data-base and record important communications
- Provide timely support and guidance to agents to ensure correct information is provided to prospective students as well as following the college's procedures
- Evaluate and monitor agent performance in relation to sales and compliance to the college and ESOS guidelines and take appropriate corrective action when necessary
- Visit onshore agents regularly and conduct school tours when agents visit the college
- Organise annual brochure distribution to all active agencies and manage on-going brochure requests for the college
- Other duties as requested

### STUDENT SERVICES

- Provide ongoing counseling to the students to support their life in the college and provide advice to identify the best study options
- Assist students with problems if they arise
- Record each meeting with students and any other relevant information in the college data base
- Assist with student activities and orientation programs as requested.
- Refer queries to the appropriate area such as student counselors, academic staff or other relevant staff
- Other duties as requested.

## GENERAL

- Work collaboratively with all staff members in the college
- Be proactive and show initiative and corporation to improve the Marketing Department and the College's operation
- Closely monitor personal success against key performance indicators and continually strive to improve by learning from other team members and line managers
- Attend relevant professional development activities when required
- Monitor English Only policy
- Other duties as requested

## KEY SELECTION CRITERIA

### ESSENTIAL

- Bachelor Degree
- Demonstrated experience in sales/student services
- Ability to display initiative and provide effective solutions to problems
- Ability to work within a team, and to establish rapport and develop warm relationships
- Demonstrated commitment to providing good customer service
- Good organisation and time management skills
- Fluent English skills in all aspects of English language usage
- A broad understanding of the International Education business, ESOS Act and industry regulations and requirements
- Experience in general administrative duties
- Ability to speak the language and understand the culture of the college's target market
- A good understanding of sales in the education industry

## OTHER RELEVANT INFORMATION

- Applicants must have the right to work in Australia.
- An offer of employment may be subject to a police check.