

POSITION DESCRIPTION

POSITION TITLE:	Coordinator, Digital Communications
FULL OR PART-TIME:	Full time or Part-time
PERMANENT/ CASUAL:	Permanent
RESPONSIBLE TO:	Senior Manager, University Relations & Business Development
NO. OF SUBORDINATES:	Nil

POSITION PURPOSE:

The purpose of this position is to promote and showcase CISaustralia through a range of digital communications platforms. Including but not limited to: Meta, LinkedIn, E-newsletters (via Mailchimp), YouTube, Website (WordPress) and media content provided from our program participants.

This position is responsible for spearheading CISaustralia digital marketing initiatives catering to both B2C and B2B audiences and will contribute to the development and implementation of CISaustralia's brand strategy, ensuring all marketing efforts align with both immediate and long-term business goals.

This position will work within a small team, and independently with minimal supervision, showcasing strong project management skills to effectively prioritise and execute tasks within specified deadlines.

This position may also coordinate and undertake student focused recruitment, sales and marketing functions such as exhibitions, student fairs, various promotional events, display booths and tables, presentations, seminars, zoom information sessions, coordination of the alumni strategy, coordination and development of print materials and mail out of those same materials as required.

Administrative duties might include data entry of student enquiries and applications, filing, e-marketing related activities, developing and coordination of regular sales, marketing and admissions reports, assisting with collation of marketing data and other marketing projects.

At times the position may support other departments (Customised Programs / Admissions and Enrolment) with various administrative tasks as required.

DETAILED DUTY STATEMENT

Digital Communication:

1. Coordinate the LinkedIn platform and develop highly engaging content targeted towards our B2B audience.
2. Coordinate the Meta Platform and develop highly engaging content for Facebook (B2B audience) and Instagram (B2C audience).
3. Coordinate the CISaustralia website via WordPress and conduct University Landing Pages updates.
4. Coordinate the CISaustralia E-newsletter for Staff (B2B) and Students (B2C) via Mailchimp, with a key focus on creating highly professional written content.

5. Coordinate the CISaustralia YouTube channel, including the creation of videos using content provided by program participants.
6. Coordinate the design and production of hard and soft copy marketing collateral.
7. Maintain and manage the CISaustralia brand and style guide - both internally and externally.
8. At times coordinate and / or attend a range of recruitment and marketing activities on University campuses to engage with students, International Offices and Faculties.
9. Maintain and develop the CISaustralia student ambassador strategy.
10. Identify new opportunities and new ideas to achieve growth in the organisation – as related to recruitment, sales, and marketing.
11. Present the CISaustralia brand in the highest professional manner at all times.
12. Coordinate the collation of regular marketing data, sales, marketing and admissions reports and market intelligence.

Customised Faculty Led Programming

1. Support the Customised Programs (CP) Manager and Coordinator with various CP projects as requested.

Admissions / Administration:

1. At times assist in the management of enquiries and applications as required.
2. Data entry as required.
3. Maintain a positive relationship with students and all University staff.
4. Other duties as required by the Senior Manager, University Relations and Business development

SELECTION CRITERIA:

Essential:

1. Completion of an applicable Bachelor Degree level qualification with relevant work-related experience.
2. Passion for designing and executing engaging content across multiple platforms and audiences.
3. Advanced IT skills, particularly in the Microsoft Office Suite (Excel, Word, PowerPoint, Outlook) I, WordPress (or an equivalent website management tool, Canva (or an equivalent design tool), and Mailchimp (or an equivalent email marketing tool).
4. Highly developed social media management skills including but not limited to the Meta Business suite, LinkedIn, and YouTube.
5. Problem solving and a high level of accuracy and an attention to detail in related administrative tasks.
6. High standards of customer service in a cross-cultural environment.

7. Demonstrated ability to work with a minimum of supervision and as an effective member of a small team in a busy work environment.
8. Organisational skills that allow the appointee to coordinate and prioritise workloads in a self-sufficient manner.
9. Strong administration, communication, and interpersonal skills.
10. Presents a professional image with associated business attire at all times

Start date for this position is the 8th July 2024.

To apply, please email both your Cover Letter and Resume to:

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Last Reviewed	March 2024
Authorised	Executive Director