

MARKETING SPECIALIST

BRANCH/UNIT	Market Group		
TEAM	Brand Experiences		
LOCATION	Negotiable		
CLASSIFICATION/GRADE/BAND	TAFE Worker Level 6		
POSITION NO.	TBA		
ANZSCO CODE	225113	PCAT CODE	1111492
TAFE Website	www.tafensw.edu.au		

1. ORGANISATIONAL ENVIRONMENT

TAFE NSW's purpose is to skill the workforce of the future. It is Australia's leading provider of vocational education and training with over 500,000 annual enrolments and a proud history for setting the benchmark for quality service. As the NSW public provider, it supports the NSW Government's priority to grow skills for the economy and jobs of tomorrow. Critically, TAFE NSW plays a vital role in providing vocational education in rural and regional NSW, and job training pathways for the most vulnerable in the community.

TAFE NSW offers the best of campus-based delivery as well as flexible, online and work-based learning. The TAFE NSW values of Customer First, Collaboration, Integrity and Excellence guide our team in strengthening communities, delivering world-class training for our students and producing job ready graduates for employers. The operating environment for TAFE NSW is dynamic as we leverage our scale, expertise, passion and reputation to meet the rapidly changing VET landscape.

TAFE NSW is committed to its students and customers and the role it plays in changing lives and opening up opportunities through learning.

2. POSITION PURPOSE

The Marketing Specialist is responsible for supporting the development and execution of TAFE NSW marketing programs to support the achievement of enrolment targets, brand awareness and overall TAFE NSW business objectives.

3. KEY ACCOUNTABILITIES

1. Assist with the development and implementation of the marketing plans to ensure the achievement of lead and enrolment targets, brand objectives and overall TAFE NSW business goals.
2. Assist with targeted campaigns to raise awareness and preference for programs that will assist with achieving student enrolment targets including supporting the development, production, dispatch and reporting of performance on those plans. These programs include, but are not limited to, TAFE NSW Semester and Short course programs, Hyper Local programs, Scholarship and other Student programs, and Government initiatives.
3. Assist with effective internal stakeholder consultations to identified key groups via relevant meetings/forums and leverage appropriate tools and templates.
4. Assist with comprehensive analysis and reporting on all campaigns to capture key learnings/insights for future campaign developments and relevance of current and existing plans and services.
5. Assist cross-functional project teams and stakeholder groups as required to ensure opportunities and initiatives are prioritised and programs are effectively promoted.
6. Communicate effectively with senior management team, government agencies, and partnering organisations to update, liaise and collaborate on campaign development and implementation matters.
7. As a member of the broader Market Group team, contribute to and perform a range of role related activities as required to support achievement of team, group and TAFE NSW objectives.
8. Reflect TAFE NSW's values in the way you work and abide by policies and procedures to ensure a safe, healthy and inclusive work environment.
9. Place the customer at the centre of all decision making.
10. Work with the Line Manager to develop meaningful performance development and review plans.

4. KEY CHALLENGES

- Collaborating with regional delivery teams, and other relevant teams across TAFE NSW to access and identify opportunities, insights, marketing channels, and ensure TAFE NSW is positioned as a leading provider of lifelong learning in a highly competitive market.
- Producing quality briefs, insights and campaign deliverables in a fast paced environment with evolving deadlines.
- Effectively and regularly collaborating with the broader Brand Experiences team to ensure program key messages are integrated into broader campaigns, manage relevant team inputs, whilst maintaining campaign progress and delivery.

5. KEY RELATIONSHIPS

WHO	WHY
Internal	
Marketing Manager- Campaigns	<ul style="list-style-type: none"> Receive leadership, advice and support. Oversee briefs, presentations, strategies, development of work and any requirements in order to provide feedback.
Marketing Specialists	<ul style="list-style-type: none"> Work collaboratively on briefs, presentations, strategies and projects. Gain support of key team members to assist consultation on key projects.
Brand Experiences Team, Creative Services Team, Events Team	<ul style="list-style-type: none"> Collaborate and liaise on marketing, campaign and event integration. Collaboration on campaigns briefs and resource allocation. Campaign and marketing asset development.
Research and Insights Team	<ul style="list-style-type: none"> Liaise on campaign tracking/reporting, research briefs and insight development.
Student Experience Group	<ul style="list-style-type: none"> Collaborate on collateral and campaign development and distribution. Assist in the execution of programs and support. Support scholarships applications and management of funds.
External	
Creative and Media Agencies	<ul style="list-style-type: none"> Liaise and advise on media planning, buying and dispatch.
Partnering Organisations and Government Agencies	<ul style="list-style-type: none"> Act as the key representative of TAFE NSW in developing and maintaining relationships with partners and external agencies.

6. POSITION DIMENSIONS

Reporting Line: Marketing Manager - Campaigns

Direct Reports: Nil

Indirect Reports: Nil

Financial delegation: TBA

Budget/Expenditure: TBA

Decision Making:

- Makes decisions, using good judgment, expertise and knowledge, under limited guidance from more senior staff, on tasks/assignments with considerable complexity and sensitivity.
- Matters requiring a higher level of approval are referred to the Reporting Line Manager

7. ESSENTIAL REQUIREMENTS

1. Diploma, Advanced Diploma or Associate Degree in a relevant discipline or equivalent skills, knowledge and experience.
2. Experience developing, implementing and supporting marketing campaigns to achieve specific targets.
3. Experience engaging, coordinating and working collaboratively with stakeholders to achieve and improve campaign strategies and results.
4. Ability to address and meet focus capabilities as stated in the Position Description





8. CAPABILITIES

NSW Public Sector Capability Framework

Below is the full list of capabilities and the level required for this role as per the [NSW Public Sector Capability Framework](#). The capabilities **in bold** are the focus capabilities for this role. Refer to the next section for further information about the focus capabilities.

Capability levels are as follows and reflect a progressive increase in complexity and skill:

Foundational > Intermediate > Adept > Advanced > Highly Advanced

CAPABILITY GROUP	NAME	LEVEL
 Personal Attributes	Display Resilience and Courage	Intermediate
	Act with Integrity	Intermediate
	Manage Self	Foundational
	Value Diversity and Inclusion	Foundational
 Relationships	Communicate Effectively	Intermediate
	Commit to Customer Service	Intermediate
	Work Collaboratively	Adept
	Influence and Negotiate	Foundational
 Results	Deliver Results	Intermediate
	Plan And Prioritise	Intermediate
	Think and Solve Problems	Intermediate
	Demonstrate Accountability	Intermediate
 Business Enablers	Finance	Intermediate
	Technology	Foundational
	Procurement and Contract Management	Foundational
	Project Management	Foundational

FOCUS CAPABILITIES

The focus capabilities for the Marketing Specialist are the capabilities in which occupants must demonstrate immediate competence. The behavioural indicators provide examples of the types of behaviours that would be expected at that level and should be reviewed in conjunction with the position's key accountabilities.

NSW Public Sector Focus Capabilities

NSW Public Sector Capability Framework		
Group and Capability	Level	Behavioural Indicators
Personal Attributes Act with Integrity	Intermediate	<ul style="list-style-type: none"> Represent the organisation in an honest, ethical and professional way. Support a culture of integrity and professionalism. Understand and help others to recognise their obligations to comply with legislation, policies, guidelines and codes of conduct. Recognise and report misconduct and illegal and inappropriate behaviour. Report and manage apparent conflicts of interest and encourage others to do so.
Relationships Communicate Effectively	Intermediate	<ul style="list-style-type: none"> Focus on key points and speak in plain English Clearly explain and present ideas and arguments Listen to others to gain an understanding and ask appropriate, respectful questions Promote the use of inclusive language and assist others to adjust where necessary Monitor own and others' non-verbal cues and adapt where necessary Write and prepare material that is well structured and easy to follow Communicate routine technical information clearly
Relationships Work Collaboratively	Adept	<ul style="list-style-type: none"> Encourage a culture that recognises the value of collaboration. Build cooperation and overcome barriers to information sharing and communication across teams and units. Share lessons learned across teams and units. Identify opportunities to leverage the strengths of others to solve issues and develop better processes and approaches to work. Actively use collaboration tools, including digital technologies, to engage diverse audiences in solving problems and improving services.
Results Plan and Prioritise	Intermediate	<ul style="list-style-type: none"> Understand the team and unit objectives and align operational activities accordingly. Initiate and develop team goals and plans, and use feedback to inform future planning. Respond proactively to changing circumstances and adjust plans and schedules when necessary. Consider the implications of immediate and longer-term organisational issues and how these might affect the achievement of team and unit goals. Accommodate and respond with initiative to changing priorities and operating environments.
Business Enablers Finance	Intermediate	<ul style="list-style-type: none"> Understand basic financial terminology, policies and processes, including the difference between recurrent and capital spending. Consider financial implications and value for money in making recommendations and decisions.

NSW Public Sector Capability Framework

Group and Capability	Level	Behavioural Indicators
		<ul style="list-style-type: none">• Understand how financial decisions impact the overall financial position.• Understand and act on financial audit, reporting and compliance obligations.• Display an awareness of financial risk, reputational risk and exposure, and propose solutions to address these.