

MARKETING SPECIALIST - CAMPAIGNS

BRANCH/UNIT	Market Group		
TEAM	Marketing, Brand Experiences		
LOCATION	Negotiable		
CLASSIFICATION/GRADE/BAND	TAFE Worker Level 8		
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 - Campaigns is responsible for leading the implementation of TAFE NSW campaign plans to achieve enrolment targets, brand awareness and overall TAFE NSW business objectives with a particular remit to support hyperlocal plans across TAFE NSW regions and TAFE Digital

3. KEY ACCOUNTABILITIES

1. Support, develop and implement multi-million dollar hyperlocal marketing strategies/plans by ensuring two way feedback and continued adjustments through sound application of best practice media strategies.
2. Support targeted campaigns to raise awareness and preference for TAFE NSW Semester and Short Course programs that will assist with achieving student enrolment targets including the development, production, dispatch and reporting of performance on those plans.
3. Support the annual advertising submission process including alignment of media and campaign performance across all segments to enrolment targets, and obtaining approvals of the annual marketing and media plan by TAFE NSW and NSW Government departments.
4. Support effective internal stakeholder consultations to identified key groups through relevant meetings/forums and leverage appropriate tools and templates to respond to the needs of all regions.
5. Support comprehensive analysis and reporting on all campaigns to capture learnings for future implementation and develop customer and market insights to generate relevant, meaningful, and differentiated campaigns.
6. Support and coordinate cross-functional project teams and stakeholder groups as required including partnerships with teaching sections and regions to ensure key programs/initiatives are understood.
7. Communicate effectively with the senior management team, government agencies and partnering organisations to update, liaise and collaborate on campaign development and implementation matters
8. Guide, coordinate and support campaign strategies and components to meet defined objectives, ensuring successful execution (on time and on budget) of all projects/campaigns.
9. 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.
10. 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.
11. Place the customer at the centre of all decision making.
12. Work with the Line Manager to develop meaningful performance development and review plans.

4. KEY CHALLENGES

- Supporting multiple stakeholders (Senior leaders, Region teams and internal teams) to deliver a cohesive marketing plan that delivers the enrolment targets
- Acting quickly on changing priorities to deliver outcomes applying a high level of emotional agility and maturity to cope with significant changes from both internal and external sources.
- Achieving aggressive targets in a period of change and market uncertainty.
- Applying commercial acumen to Marketing strategies and tactical operations as TAFE NSW transitions from a government educational institution to a highly effective commercial educational provider for NSW.

5. KEY RELATIONSHIPS

WHO	WHY
Internal	
Marketing Manager – Campaigns	<ul style="list-style-type: none"> • Receive leadership, advice and support. • Keep informed and provide updates on work status and projects. • Alert to issues, seek guidance on more complex matters, and propose options and resolutions.
Other Marketing Specialists and Coordinators	<ul style="list-style-type: none"> • Work collaboratively on projects and campaigns. • Gain support of key team members to assist consultation on key projects. • Collaborate on initiatives to enhance/ protect TAFE NSW brand.
Product/ Student Experience leads, representatives and specialists	<ul style="list-style-type: none"> • Collaborate on development and implementation of campaigns, marketing strategies and collateral. • Consult on campaign feedback inform future strategies. • Coordinate engagement to support campaign strategies and common understanding of objectives.
External	
Agencies, corporate and industry partners	<ul style="list-style-type: none"> • Engage to collaborate with TAFE NSW for development and execution of programs and partnerships.

6. POSITION DIMENSIONS

Reporting Line: Marketing Manager - Campaigns

Direct Reports: Nil

Indirect Reports: Nil

Financial delegation: TBA

Budget/Expenditure: TBA

Decision Making:

- Make decisions on complex and sensitive issues that have a high level of impact on the immediate work area and the potential to impact more broadly on agency operations and externally.
- Matters requiring a higher level of approval are referred to the Reporting Line Manager.

7. ESSENTIAL REQUIREMENTS

1. Degree in 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 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	Adept
	Value Diversity and Inclusion	Intermediate
 Relationships	Communicate Effectively	Adept
	Commit to Customer Service	Adept
	Work Collaboratively	Adept
	Influence and Negotiate	Intermediate
 Results	Deliver Results	Intermediate
	Plan And Prioritise	Intermediate
	Think and Solve Problems	Intermediate
	Demonstrate Accountability	Intermediate
 Business Enablers	Finance	Foundational
	Technology	Intermediate
	Procurement and Contract Management	Foundational
	Project Management	Intermediate

FOCUS CAPABILITIES

The focus capabilities for the Marketing Specialist - Campaigns 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 Manage Self	Adept	<ul style="list-style-type: none"> Keep up to date with relevant contemporary knowledge and practices. Look for and take advantage of opportunities to learn new skills and develop strengths. Show commitment to achieving challenging goals. Examine and reflect on own performance. Seek and respond positively to constructive feedback and guidance. Demonstrate and maintain a high level of personal motivation.
Relationships Communicate Effectively	Adept	<ul style="list-style-type: none"> Tailor communication to diverse audiences. Clearly explain complex concepts and arguments to individuals and groups. Create opportunities for others to be heard, listen attentively and encourage them to express their views. Share information across teams and units to enable informed decision making. Write fluently in plain English and in a range of styles and formats. Use contemporary communication channels to share information, engage and interact with diverse audiences.
Relationships Commit to Customer Service	Adept	<ul style="list-style-type: none"> Take responsibility for delivering high-quality customer-focused services. Design processes and policies based on the customer's point of view and needs. Understand and measure what is important to customers. Use data and information to monitor and improve customer service delivery. Find opportunities to cooperate with internal and external stakeholders to improve outcomes for customers. Maintain relationships with key customers in area of expertise. Connect and collaborate with relevant customers within the community.
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 Deliver Results	Intermediate	<ul style="list-style-type: none"> Seek and apply specialist advice when required. Complete work tasks within set budgets, timeframes and standards. Take the initiative to progress and deliver own work and that of the team or unit.

NSW Public Sector Capability Framework

Group and Capability	Level	Behavioural Indicators
		<ul style="list-style-type: none"> Contribute to allocating responsibilities and resources to ensure the team or unit achieves goals. Identify any barriers to achieving results and resolve these where possible. Proactively change or adjust plans when need.
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		
Project Management	Intermediate	<ul style="list-style-type: none"> Perform basic research and analysis to inform and support the achievement of project deliverables. Contribute to developing project documentation and resource estimates. Contribute to reviews of progress, outcomes and future improvements. Identify and escalate possible variances from project plans.