

## SCHOOLS MARKETING OFFICER

BRANCH/UNIT	Communications and Marketing		
TEAM	Marketing		
LOCATION	Various		
CLASSIFICATION/GRADE/BAND	TWL6		
POSITION NO.	TBA		
ANZSCO CODE	225113	PCAT CODE	TBA
TAFE Website	<a href="http://www.tafensw.edu.au">www.tafensw.edu.au</a>		

### 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 Schools Marketing Officer is responsible for supporting the Schools Marketing Manager to execute the schools channel marketing and sales enablement activities in order to achieve lead, brand and enrolment targets.

### 3. KEY ACCOUNTABILITIES

1. Oversee the development and distribution of Schools Marketing and Sales collateral, briefing the internal design team on requirements and project managing the delivery.
2. Execute events and develop campaign assets to implement the schools marketing plan.
3. Develop schools student profiles to assist in development of campaigns and products.
4. Maintain appropriate records management systems and databases, to ensure the integrity of data, including on schools career counsellors and principals, to support the efficient retrieval of information.
5. Develop and execute the career counsellor and principal nurturing program.
6. Support the Schools Marketing and Sales teams in developing beneficial relationships with schools, career advisors and government bodies to support recruitment for TAFE NSW and to gather insights and trends that can benefit campaign and product development.
7. Understand and adhere to internal TAFE NSW processes and policies surrounding the signoff of all contracts, media, content and communications.
8. Be the brand champion and ensure all creative and messaging is aligned to TAFE NSW brand positioning.
9. 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.
10. Place the customer at the centre of all decision making.
11. Work with the Line Manager to develop and review meaningful performance management and development plans.

### 4. KEY CHALLENGES

- Partnering and collaborating with the Schools Marketing and Sales teams effectively to interpret, access and identify opportunities, insights, and marketing channels and respond with innovative materials.
- Producing quality briefs, insights and campaign deliverables in a fast paced environment with changing deadlines.
- Operating as part of large marketing team and integrating specific key messages into broader campaigns and managing relevant team inputs whilst maintaining campaign progress and timely delivery.

### 5. KEY RELATIONSHIPS

WHO	WHY
<b>Internal</b>	
Schools Marketing Manager	<ul style="list-style-type: none"> <li>• Receive leadership, direction and advice.</li> </ul>
Senior Manager - Campaign Team	<ul style="list-style-type: none"> <li>• Marketing and campaign integration.</li> </ul>
Creative Design Manager	<ul style="list-style-type: none"> <li>• Provision of advice for campaigns briefs and resource allocation.</li> </ul>
Creative Design Team	<ul style="list-style-type: none"> <li>• Carrying out campaign and marketing asset development.</li> </ul>
Research and Insights Team	<ul style="list-style-type: none"> <li>• Campaign tracking, reporting, research briefs and insight development.</li> </ul>

Schools Sales team	<ul style="list-style-type: none"> <li>• Campaign implementation.</li> </ul>
<b>External</b>	
Student Ambassadors	<ul style="list-style-type: none"> <li>• Assistance with events.</li> </ul>
Event Agencies	<ul style="list-style-type: none"> <li>• Providing specialised event services.</li> </ul>

## 6. POSITION DIMENSIONS

**Reporting Line:** Schools Marketing Manager

**Direct Reports:** Nil

**Indirect Reports:** Up to 80 student ambassadors (casuals)

**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. Qualifications in a relevant discipline or equivalent skills, knowledge and experience.
2. 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 & Courage	Foundational
	<b>Act with Integrity</b>	<b>Intermediate</b>
	Manage Self	Foundational
	Value Diversity	Foundational
 Relationships	<b>Communicate Effectively</b>	<b>Adept</b>
	<b>Commit to Customer Service</b>	<b>Intermediate</b>
	Work Collaboratively	Foundational
	Influence and Negotiate	Foundational
 Results	Deliver Results	Intermediate
	<b>Plan And Prioritise</b>	<b>Adept</b>
	Think and Solve Problems	Intermediate
	Demonstrate Accountability	Foundational
 Business Enablers	Finance	Foundational
	<b>Technology</b>	<b>Intermediate</b>
	Procurement and Contract Management	Intermediate
	Project Management	Foundational

## FOCUS CAPABILITIES

The focus capabilities for the Schools Marketing Officer 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
<b>Personal Attributes</b> Act with Integrity	Intermediate	<ul style="list-style-type: none"> <li>Represent the organisation in an honest, ethical and professional way.</li> <li>Support a culture of integrity and professionalism.</li> <li>Understand and follow legislation, rules, policies, guidelines and codes of conduct.</li> <li>Help others to understand their obligations to comply with legislation, rules, policies, guidelines and codes of conduct.</li> <li>Recognise and report misconduct, illegal or inappropriate behaviour.</li> <li>Report and manage apparent conflicts of interest.</li> </ul>
<b>Relationships</b> Communicate Effectively	Adept	<ul style="list-style-type: none"> <li>Tailor communication to the audience.</li> <li>Clearly explain complex concepts and arguments to individuals and groups.</li> <li>Monitor own and others' non-verbal cues and adapt where necessary.</li> <li>Create opportunities for others to be heard.</li> <li>Actively listen to others and clarify own understanding.</li> <li>Write fluently in a range of styles and formats.</li> </ul>

## NSW Public Sector Capability Framework

Group and Capability	Level	Behavioural Indicators
<b>Relationships</b> Commit to Customer Service	Intermediate	<ul style="list-style-type: none"> <li>• Support a culture of quality customer service in the organisation.</li> <li>• Demonstrate a thorough knowledge of the services provided and relay to customers.</li> <li>• Identify and respond quickly to customer needs.</li> <li>• Consider customer service requirements and develop solutions to meet needs.</li> <li>• Resolve complex customer issues and needs.</li> <li>• Co-operate across work areas to improve outcomes for customers.</li> </ul>
<b>Results</b> Plan and Prioritise	Adept	<ul style="list-style-type: none"> <li>• Take into account future aims and goals of the team/unit and organisation when prioritising own and others' work.</li> <li>• Initiate, prioritise, consult on and develop team/unit goals, strategies and plans.</li> <li>• Anticipate and assess the impact of changes, such as government policy/economic conditions, on team/unit objectives and initiate appropriate responses.</li> <li>• Ensure current work plans and activities support and are consistent with organisational change initiatives.</li> <li>• Evaluate achievements and adjust future plans accordingly.</li> </ul>
<b>Business Enablers</b> Technology	Intermediate	<ul style="list-style-type: none"> <li>• Apply computer applications that enable performance of more complex tasks.</li> <li>• Apply practical skills in the use of relevant technology.</li> <li>• Make effective use of records, information and knowledge management functions and systems.</li> <li>• Understand and comply with information and communications security and acceptable use policies.</li> <li>• Support the implementation of systems improvement initiatives and the introduction and roll-out of new technologies.</li> </ul>