



St Mark's College  
ADELAIDE

## Position Description

<b>Position title:</b>	Marketing and Communications Officer
<b>Reports to:</b>	Head of College
<b>Key relationships:</b>	College Staff, current and prospective students, parents, and outreach stakeholders
<b>Hours/FTE:</b>	Full time / 1.0 FTE

## THE ROLE

The Marketing and Communications Officer is responsible for all aspects of the College's marketing and communications requirements, its website and social media presence, and for developing business opportunities.

Central to the role is energetic marketing of the College to prospective resident students to ensure that the College is full.

The goal is to attract the best undergraduate and postgraduate students from diverse backgrounds from across Australia and around the world, and to ensure the College consistently meets its recruitment targets.

This will involve building and maintaining effective relationships with prospective students and their parents, as well as other stakeholders, such as key sending schools and partner university admissions and accommodation services. It includes management of all College recruitment materials and activities, as set out below.

The Marketing and Communications Officer also works closely with the Head of College and other colleagues on all aspects of College communications, including the website, social media, and e-newsletters, including in the exciting contexts of celebrating the College's Centenary in 2025 and the College's strategic aspiration to be to be recognised as Australia's leading university residential college.

Aspects of the role include (but are not limited to) helping to lead the continuous improvement of the College brand, supporting the Head of College and other staff with the implementation of marketing strategies, preparing content and marketing materials for publication across a range of social media and other platforms and working to maximise their effectiveness, conducting market research to identify opportunities for promotion and growth, and overseeing and evaluating the effectiveness of marketing and communications campaigns.

The Marketing and Communications Officer is responsible for supervising the student leaders who serve as Student Outreach Officer, Film Maker, and Photographer.

## THE COLLEGE

St Mark's College is a vibrant, values-based residential academic community for students at the University of Adelaide, the University of South Australia, and Flinders University. The College provides academic and wellbeing support to its resident students, as well as rich opportunities for engagement in extra-curricular activities which help to develop leadership, teamwork, and lifelong friendships.

Founded in 1925, and the oldest of the residential colleges in Adelaide, St Mark's has both a rich history and a forward-looking outlook. In 2025, it will celebrate its Centenary with significant events and a fundraising appeal focussed on scholarships for students.

With its combination of heritage-listed buildings and modern facilities set amid beautiful gardens, and with its own Academic Centre, tennis courts, gym, music room, and Chapel, it is a superb place in which to live, learn, and thrive. It is conveniently located a short walk from the main University of Adelaide and University of South Australia campuses, and close to the cafes, restaurants, and parklands of North Adelaide.

The College accommodates up to 250 students, many of whom are from rural and interstate backgrounds. Some of its key student-facing members of staff also live on site.

St Mark's aspires to offer its students the best university educational experience possible, grounded in the pursuit of academic excellence, collegiality, and service. As the College moves into its second century, it has developed a new, living strategy to meet the evolving needs of its community.

More information about St Mark's College can be found here: [www.stmarkscollege.com.au](http://www.stmarkscollege.com.au). The College's strategic plan is at [www.stmarkscollege.com.au/towardsoursecondcentury/](http://www.stmarkscollege.com.au/towardsoursecondcentury/).

## DUTIES AND RESPONSIBILITIES

### Student Recruitment

- Assist with the development, updating, and implementation of the student recruitment strategy and planning, to attract the best undergraduate and postgraduate students from diverse backgrounds, including international students and Indigenous students, giving attention to priorities identified in the strategic plan.
- Engage current students to actively assist with promoting the College.
- Build and maintain relationships with key target audiences, such as high school students, parents, school career advisors, boarding house staff, and partner university accommodation and recruitment services.
- Develop and implement marketing, social, and digital media communications strategies directed to prospective students and parents, including up-to-date social media posts, creating and coordinating content and images, and targeting key dates, such as the College's annual Open Days in mid-August.
- Preparation and revision of the student prospectus and other materials for student recruitment.
- Co-ordinate school visits, career expos and field days, including in metropolitan and regional South Australia and interstate. These visits and events will be attended by various staff members, including the Marketing and Communications Officer, and/or students.

- Build key relationships with South Australia's universities to promote St Mark's College.
- Manage and coordinate College Open Days.
- Organise and undertake College tours for prospective students and their families.
- Supervise the Student Outreach Officer, who assists with marketing and recruitment, and the Film Maker and Photographer (all of these are leadership positions held by students).

### **General Marketing and Communications**

- Maintain and continue to develop the College website.
- Prepare written content for publication across a variety of social media and other platforms.
- Prepare marketing materials for publication, including College banners, flyers, merchandise, and a variety of other branding materials (the extent of the graphic design work done in-house rather than outsourced will depend on the skills of the appointee).
- Analyse and evaluate marketing and communications data and activities to inform strategic development, and to assist in maximising the effectiveness of all marketing and communications activities.
- Manage the implementation of marketing strategies.
- Oversee, administer and develop the College's social media presence, the College e-News, and other communications, as required.
- Promote business development opportunities, particularly related to potential conferences and events by external parties, in consultation with the Business Manager and Finance Officer.
- Assist to maintain the electronic filing of photographs, graphics, and videos.
- Maintain the College's Style Guide.
- Support the Head of College with any other aspects of marketing and communications, as required.
- Other duties as requested.

### **KEY WORKING RELATIONSHIPS**

- Works closely with and reports to the Head of College.
- Works with the Office and Admissions Administrator, particularly on matters relating to the admissions process.
- Works with members of the Admissions Committee, including Research and Scholarships Manager, and Adviser and Special Projects.
- Works with the Dean, Director of Wellbeing, and Director of Learning, who typically conduct the admissions interviews.
- Works with the Events Manager and Executive Officer in relation to the management of the College's website, social media, e-News, Mailchimp and College customer database.
- Works with the Director of Centenary Engagement and the Administrative Assistant on such matters as the Centenary, engagement of alumni and friends, and fundraising-related communications.
- Works with the Finance Officer and Business Manager on business development.
- Works with other members of the staff team as appropriate.
- Supervises the Student Outreach Officer, Film Maker, and Photographer.

## **SELECTION CRITERIA**

### **Knowledge, Skills and Experience**

- Proven successful experience in marketing and communications.
- A relevant degree in marketing, communications, or journalism (desirable).
- Experience in the university sector, or in a student recruitment/student accommodation environment (highly desirable).
- Excellent written English, with an ability to produce engaging social media posts, website content, student recruitment materials, and other written communications.
- Outstanding interpersonal and communication skills, with a demonstrated ability to build rapport and interact effectively at all levels.
- Demonstrated experience administering social media platforms and communication/email software.
- Demonstrated website development and graphic design skills, with preferred experience using WordPress, Microsoft Publisher, Adobe InDesign and Photoshop.
- Excellent knowledge of Microsoft Office software, including Word, Excel, and Outlook.
- Demonstrated experience using a customer management database, including producing reports for data analysis.
- Strong analytical capabilities, including the ability to prepare operational plans based on analysis of data.
- Strong administrative, organisational and time management skills, with an ability to prioritise and manage competing tasks.
- Current unrestricted driver's licence and willingness to undertake regional visits by car.

### **Personal Characteristics**

- Demonstrated passion and commitment to the vision and values of St Mark's College.
- Enthusiasm and ability to promote the College to prospective students.
- Well presented with a professional, positive, warm, and welcoming disposition.
- High level of confidentiality, discretion, and integrity.
- A commitment to cultural diversity.
- Empathy, enthusiasm, commitment, and motivation to contribute actively.
- A strong work ethic.
- Concern for quality of work reflected in accuracy and attention to detail.
- Collaborative team member who establishes a rapport and builds strong relationships.
- Flexible and adaptable.
- A strong commitment to deliver exceptional service.

## **TERMS AND CONDITIONS**

This is an ongoing position, with an initial probationary period of six months.

To enable the key responsibilities of the role to be met in a timely manner, the position is full-time.

This role involves significant travel during peak recruitment times (May – September), including to regional South Australia and interstate, and occasional travel outside these times. The candidate must hold a current unrestricted driver's licence and be willing to undertake regional travel by car. Costs associated with travel are met by the College.

A degree of flexibility in terms of days and hours worked is offered in consideration of the nature and responsibilities of the position, which involves weekend and after-hours work during peak recruitment times (for example, when attending career expos and field days with weekend components).

### **Remuneration and other terms**

The remuneration package comprises:

- An attractive salary, depending on qualifications and experience.
- Meals in the Dining Hall when the College kitchen is open, onsite carparking, and use of other College facilities (e.g., gym).
- Superannuation paid at the current legislated rate.

There are four weeks of paid leave per annum, to be taken in agreement with the Head of College, in addition to the usual public holidays.

### **APPLICATION PROCESS**

Candidates should send (i) a curriculum vitae, (ii) a letter of application explaining (with reference to the selection criteria) how their previous experience, qualifications and skills fit them for this position, and (iii) the names and contact details of three referees.

Applications should be made online via Seek or emailed to Ms Carol Atkinson at [carol.atkinson@stmarkscollege.com.au](mailto:carol.atkinson@stmarkscollege.com.au).

**Closing date for applications:** 9am, Monday 4 March 2024.

For further information, please contact Ms Carol Atkinson at (08) 8334 5600.