



## Marketing and Communications Coordinator Canning College

<b>Position number</b>	00039008
<b>Agreement</b>	<a href="#">Public Sector CSA Agreement 2019</a> (or as replaced)
<b>Classification</b>	Level 5
<b>Reports to</b>	Principal (School Administrator Level 6)
<b>Direct reports</b>	Nil

### Context

Canning College caters for international students of a wide range of ages, abilities, academic, social and ethnic backgrounds. In most instances, they are speakers of English as a second language. The student population therefore contains students whose needs are different from those of students in a typical senior high school. Employees of the College need to have a commitment to a multicultural environment.

The College offers a range of educational programs that meet the demands of international students whose aim is to enter tertiary education. They include:

- Western Australian Universities Foundation Program
- Western Australian Certificate of Education (WACE)
- Certificate IV in University Access Program
- Diploma of Commerce – First year university level
- Year 10 and 11
- Bridging programs

Canning College enrolled around 400 international students in 2019. A major aim of the College is to grow this number to 500 by 2022. This aim is realistic but also challenging at a time when international student enrolments across all education sectors in Western Australia are in decline or experiencing little growth.

Services associated with these programs are managed by international operations staff. The College operates for 52 weeks per year and has four distinct intake periods.

Further context about the College is available on [Schools Online](#).

Visit [education.wa.edu.au](http://education.wa.edu.au) to find out more information about the Department of Education.

## Key responsibilities

- Provide strategic marketing advice to the Leadership Team, and plan, implement and evaluate international marketing strategies, plans, campaigns and stakeholder engagement programs.
- Work with the Leadership Team to develop new College partnerships which enhance student recruitment and support the College business plan.
- Manage a range of marketing tools, including website and social media platforms, and prepare advertisements and newsletters for publication.
- Plan, create and edit content for a range of purposes and audiences, including video production, photography and copywriting for social media and other online use.
- Develop and maintain a comprehensive database of stakeholders for marketing purposes.
- Develop and maintain a style guide for application to all communication and marketing.
- Conduct international education market research and data analysis as required.
- Plan and conduct overseas marketing trips to engage with agents and schools, participate in education exhibitions and interview prospective students.

## Selection criteria

1. Demonstrated considerable skills and experience in developing, implementing and evaluating marketing and communication strategies, and digital advertising campaigns, targeting overseas destinations.
2. Demonstrated highly developed communication and interpersonal skills with experience in developing and maintaining strategic partnerships and alliances.
3. Demonstrated cross cultural skills and commitment to working in a multicultural environment.
4. Demonstrated considerable knowledge and understanding of graphic design, print management, web publishing, video production and database management.
5. Demonstrated ability to work independently on multiple projects with minimal supervision.

## Eligibility and training requirements

Employees will be required to:

- hold or obtain a valid passport and be eligible to travel to overseas destinations
- obtain a current Department of Education Criminal Record Clearance prior to commencement of employment
- obtain or hold a current Working with Children Check
- complete the Department's induction program within three months of commencement
- complete any training specific to this role required by Departmental policy
- complete the Department's training in Accountable and Ethical Decision-Making within six months of appointment.

## Certification

The details contained in this document are an accurate statement of the responsibilities and other requirements of the position.

## ENDORSED

Date            2 September 2020  
Reference     D20/0413329