



## POSITION DESCRIPTION

### Senior Manager, Marketing & Communications

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Reports to: General Manager, Operations

Department: Marketing & Communications

Classification: Non-executive Officer

Location: Mildura

#### About SuniTAFE

SuniTAFE is an award-winning large provider of vocational education and training in north-west Victoria.

We are well positioned, with our campuses located in Mildura and Swan Hill, to orchestrate the continued delivery of excellent education and training in this region. We have experienced trainers, teachers and community providers offering qualification across a range of courses and customised skill set training covering multiple sectors relevant to the community and stakeholders.

#### Our Values

SuniTAFE's values and behaviours ensure quality education outcomes by setting out the kind of organisation we are, what is important to us collectively, and how we work to achieve success.



## Position summary

Under the broad direction of the General Manager Operations the Senior Manager Marketing and Communications provides leadership and drives the overarching strategic approach to promoting and marketing SuniTAFE. The role oversees the development and implementation of strategies and plans which strengthen and build SuniTAFE's reputation with our stakeholders and the public.

- Provide strategic and operational guidance and advice to the Institute on the marketing and communications plans, strategies and tactics.
- Provide management and the Board with creative and innovative strategies to promote SuniTAFE and achieve the institute's objectives to attract students and build a strong reputation.
- Lead a program of Internal and external communications with key stakeholders and staff
- Oversee the management and coordination of events.
- Drive the SuniTAFE student recruitment marketing campaigns to support the business.
- Lead a positive working environment and provide coaching, mentoring and professional development for the Marketing and Communications team.

## Key responsibilities

### 1. Marketing

- Drive the development, implementation, review and maintenance of SuniTAFE's marketing strategy.
- Lead the delivery of innovative, creative and targeted student recruitment marketing campaigns to support the business.
- Work collaboratively with the Executive team and other Institute stakeholders leaders to determine marketing needs, budgets and targets, including developing business cases to demonstrate return on marketing investment
- Oversee the development and implementation of marketing, public relations and media campaigns in line with strategic objectives and course offerings.
- Lead the development of SuniTAFE's social media presence, and the execution of social media and digital marketing strategies and campaigns.
- Oversee the management and maintenance of SuniTAFE's brand, visual marketing standards, and ensure all marketing collateral is up to date.
- Ensure marketing plans, strategies and campaigns are monitored and evaluated to assess impact and make adjustments to enhance campaign effectiveness.
- Ensure the team maintains a thorough understanding of SuniTAFE's course offerings and their value to target audiences to ensure marketing strategies reflect strategic objectives.
- Ensure SuniTAFE has clearly documented marketing policies and procedures to standardise marketing practices and activities across the business.

## 2. Communications

- Lead the planning, design, implementation, and evaluation of communications strategies, programs, initiatives and projects that contribute to strengthening and building SuniTAFE's reputation with a range of internal and external stakeholders, as well as the broader community.
- Oversee the development of, and quality assure, external communications with community, industry and stakeholders, focusing on shaping and focussing the messaging for course requirements and delivery arrangements.
- Lead the development of a range of internal communications channels for, and delivery of regular communications to, staff and students (e.g. promoting wellbeing, weekly newsletter and supporting change initiatives).
- Ensure SuniTAFE maintains a strong and positive social media presence across a range of platforms through regular communication and promotions and monitoring of social media feeds.
- Lead the management and coordination of the delivery of SuniTAFE events, including graduation ceremonies, internal events (eg careers day and RU OK day) and external events (eg field days and school careers days).
- Lead and manage SuniTAFE's media interactions and support the Chief Executive and other leaders with media releases and appearances.
- Oversee the establishment, management and maintenance of SuniTAFE's communication standards, style guide and communications protocols.

## 3. Provide Leadership

- Lead, coach, manage and appraise team members performance, setting clear and achievable goals.
- Lead the resolution of complex issues and provide guidance and solutions for team members in their daily tasks.
- Lead by example, fostering a flexible approach, openness to learning, and an environment that encourages outstanding team performance.
- Coach and mentor team members in continuous knowledge development through ongoing training and skill-building opportunities.
- Build the capability of SuniTAFE's leaders, program and project managers to support planning and integration of marketing strategies into their business plans.
- Lead and support change management initiatives and/or major SuniTAFE projects.
- Lead the continuous improvement of the marketing and communications functions and related processes.
- Attend, and formally report to various Institute committees, including and the Board, its sub-committees and other internal committees.

**4. Act in accordance with SuniTAFE values – Relationships, Integrity, Accountable and Improvement including:**

- Provides exceptional customer service to all internal and external stakeholders of the Institute and ensures a positive first impression for Institute visitors at all times.
- Actively participates in all relevant training provided to assist in the implementation of new systems or processes across the Institute.
- Actively participate in the Institute's annual Workplan and Performance Review process.
- Participate in all team-based activities and meetings within the Business Unit, and attend divisional and other meetings as required.
- Complies with OH&S and EEO legislation;
- Ensure compliance with SuniTAFE's Staff Code of Conduct, Child Safety Policy and Child Safety Procedures at all times.
- Prepared to undertake further courses of study, annual OH&S, EEO, Cultural Diversity and/or identified mandatory professional development programs or training relevant to the position as necessary.
- Reports to work as scheduled with a willingness to work flexible hours according to business needs.
- Demonstrates a willingness to adopt change and new initiatives.
- Represents the Institute professionally at all times.
- Actively promotes and encourages a service culture within the team.
- Communicates any opportunities to improve service delivery and make recommendations on steps to make agreed improvements.
- Actively encourages and promotes effective communication and strong working relationships within the team / Institute.
- The incumbent can expect to be allocated duties not specifically mentioned in this document but within the capacity, qualifications and experience normally expected from persons occupying positions at this classification level.
- Actively prevent fraud and corruption.

## Knowledge, skills and abilities

### QUALIFICATIONS & EXPERIENCE:

- Relevant Degree and/or post graduate qualification
- Extensive experience in leading and managing the marketing and communications functions for an organisation; or, an equivalent combination of relevant management and leadership experience and / or education or training.

**SKILLS & ABILITIES:**

- Extensive experience in leading the development and management of innovative internal and external communications strategies and engaging marketing campaigns that achieve set goals and targets.
- Proven experience in leading, motivating and managing teams; including managing performance to high standards and using a coaching approach to develop team and individual capability and capacity.
- Experience in project management, including developing and managing budgets.
- Experience in managing or coordinating agency media communications.
- Demonstrated high-level written and verbal communication skills, political awareness, sensitivity, and integrity in order to liaise and consult at senior levels.
- Ability to undertake significant creative, strategic planning and management functions.
- Ability to undertake complex duties which entail a high degree of responsibility and autonomy.
- Ability to build effective working relationships, persuade, convince and negotiate internally and externally in the pursuit and achievement of Institute corporate objectives.
- Understanding of the VET sector.

## Organisational relationships

Subordinates	Key Relationships	
	Internal	External
<ul style="list-style-type: none"> <li>• Manager, Marketing</li> <li>• Content Officer</li> <li>• Campaign Officer</li> <li>• Communications Officer x 2</li> <li>• Events Officer x 2</li> </ul>	<ul style="list-style-type: none"> <li>• Executive</li> <li>• Department Managers</li> </ul>	<ul style="list-style-type: none"> <li>• Media</li> <li>• Vendors and service providers</li> </ul>

## Key selection criteria

- Relevant Degree and/or post graduate qualification
- Extensive experience in leading and managing the marketing and communications functions for an organisation; or, an equivalent combination of relevant management and leadership experience and / or education or training.
- Proven experience in leading, motivating and managing teams; including managing performance to high standards and using a coaching approach to develop team and individual capability and capacity.
- Demonstrated high-level written and verbal communication skills, political awareness, sensitivity, and integrity in order to liaise and consult at senior levels.

- Ability to investigate, design, implement and evaluate plans and strategies to meet operational objectives and the long term requirements of the Institute.
- Understanding of the VET sector.

*The successful candidate will be required to provide:*

- *A successful criminal record check which is less than 6 months old; and*
- *A working with children check.*

### Additional Information

- SuniTAFE supports Equal Employment Opportunity and actively encourages Indigenous applicants to apply.
- SuniTAFE promotes the safety, wellbeing and inclusion of all children including those with a disability.