

## POSITION DESCRIPTION



### Marketing Coordinator (PN 312)

WORKING IN THIS POSITION	
<b>Division:</b>	Partnerships & Development
<b>Position Status:</b>	Ongoing
<b>Classification:</b>	AFTRS Level 4
<b>Financial Delegation:</b>	N/A
<b>Primary Purpose of the Role:</b> <p>The Marketing Coordinator executes marketing campaigns across all AFTRS course offerings, and initiatives to support the meeting of marketing, sales and branding objectives. The Marketing Coordinator proactively develops and rolls out campaigns and ongoing 'hygiene' activity on time, on brand and on budget. They have digital experience in direct marketing and SEM campaigns with an eye to increasing leads and conversions, and good attention to detail. They will brief written, graphic and video content and will have experience negotiating media and supplier projects. They have experience working with CRM systems (preferably Salesforce and Marketing Cloud) to deliver on marketing and communication objectives.</p> <p>The role also collaborates with and supports function teams across the marketing division that support the overarching goal of positioning AFTRS as one of the best screen and broadcast schools in the world.</p>	

WORKING AT AFTRS
<p>AFTRS is a Commonwealth statutory authority, established by the <i>Australian Film, Television and Radio School Act 1973</i>. AFTRS is Australia's national screen and broadcast school, established to fuel and empower Australian creativity and storytelling. AFTRS is consistently rated as one of the top film School's in the world.</p> <p>We are values-led, which means we strive for <b>Mastery</b>; we encourage <b>Daring</b>; we believe in <b>Merit</b>; we practice <b>Generosity</b> and we work <b>Together</b>. Our commitment to these values means that:</p> <ul style="list-style-type: none"><li>• We are committed to the open-minded pursuit of excellence;</li><li>• We are committed to working collaboratively;</li><li>• We foster creativity and innovation;</li><li>• We actively seek out diverse perspectives;</li><li>• We behave honestly, with integrity, and without discrimination;</li><li>• We are guided by a genuine respect for the ideas of others even if we disagree;</li><li>• We act with care and respect in our day to day work and our dealings with others;</li><li>• We trust and value everyone's participation and contribution to the School.</li></ul>

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### KEY ACCOUNTABILITIES

1. Support the Head of Marketing and Student Recruitment to devise and implement marketing and sales plans to drive leads and conversions for AFTRS short courses, industry certificates, undergraduate and post-graduate programs.
2. Brief internal creative team for content required for campaigns, ensuring effective messaging that is on brand and delivered on time.
3. Coordinate campaign content calendar to ensure timely and effective delivery of campaigns and 'always on' activity.
4. Write, collate and send EDMs to target lists and roll out sales and promotions to increase subscribers and improve conversion rates.
5. With direction, develop, maintain and implement cross promotional partnerships and sponsorships that increase reach, engagement and leads.
6. Brief agencies or direct media on campaigns to promote courses and initiatives.
7. Manage social media community for AFTRS short courses including organic and paid, ensuring optimum ROI.
8. Create regular reports for management and executive tracking ROI, and ROAS, plus CPL and CPA.
9. Work collaboratively with student recruitment team to drive leads that increase conversion rate.
10. Support both industry and recruitment events including set up and pack down, registrations and post event reporting.
11. Support the sales and distribution function with festival entries and student liaison.
12. Any other duties as required by the Head of Marketing & Student Recruitment.

### KEY CHALLENGES & RISKS

1. Execute campaigns and activity on brand and on time meeting marketing and revenue objectives, within a fast turnaround, creative environment with multiple stakeholders.
2. Negotiating contracts and ensure delivery of projects on time with suppliers and internal teams.
3. Coordinate assets for short course social media and digital advertising working with digital agency to ensure ROI.
4. Coordinate and oversee the delivery of project-based revenue generating initiatives.
5. Provide regular and ad hoc reports and briefing papers to the head of marketing and student recruitment and senior management as required.
6. Manage content calendar and email marketing schedule utilising Marketing Cloud and optimising open and click through rates.

### WORKING IN THE DIVISION

The Partnerships and Development team comprises Marketing and Student Recruitment; International; Business Development; Alumni, Scholarships and Philanthropy; and, Industry Placement teams. The team works collaboratively to ensure the ongoing and future sustainability of the School and its national and international reputation for excellence by promoting AFTRS and building and maintaining key strategic partnerships that deliver meaningful and mutually beneficial outcomes.

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#### WORKING IN THE DIVISION

With an internal and external focus, this team is responsible for driving the school's business development strategy, including national and international student recruitment; initiating and growing partnerships with screen and broadcast organisations and corporate and commercial organisations and expanding philanthropic engagement and in-kind support from stakeholders and alumni.

#### KEY RELATIONSHIPS

**Reports to:** Head of Marketing and Student Recruitment

**Direct Reports:** No staff report to this position

**Indirect Reports:** N/A

**Key Internal Relationships:** Marketing and Student Recruitment Team, Course Leaders, Heads of Department, Student Centre, Program Delivery Supervisor, Admin and Program Coordinators, Business Development Manager and others.

**Key External Relationships:** Agencies, Production Companies, Guilds, Screen Agencies.

#### SELECTION/CAPABILITY CRITERIA

##### Essential:

1. Proven success in a similar role. You can point to successful marketing campaigns and always-on activity where you have improved outcomes and streamlined processes.
2. Demonstrated project coordination and stakeholder liaison skills to deliver campaigns that achieve objectives.
3. Proven track record in developing creative briefs.
4. Strong verbal and written communication skills.
5. Demonstrated collaborative skills and ability to manage competing priorities.

##### Desirable:

1. Experience in a not-for-profit, educational or arts organisation.
2. Understanding of and passion for the creative and arts industries.