

**MARKETING AND ADMISSIONS ASSISTANT
POSITION DESCRIPTION**

Position Title:	Marketing and Admissions Assistant	Position Number:	Faculty/Division: Faculty of the Professions
Classification:	HEO4	No. Direct Reports & Highest Classified Position:	School/Branch: Faculty Office
FTE: 1.0	Reports to: MBA Marketing and Recruitment Manager	Fixed <input checked="" type="checkbox"/> Continuing <input type="checkbox"/>	Discipline/Unit:
Position Summary:	<p>The Faculty of the Professions is one of five faculties that make up the University. The Faculty encompasses separate schools, institutes and centres covering a diverse range of disciplines. Each of these units is responsible for one or more programs with a strong professional orientation.</p> <p>The Marketing and Admissions Assistant is responsible for providing recruitment and administrative support for the Business School's postgraduate programs, including the Adelaide MBA. This will include managing prospective student enquiries, assisting with marketing activities and coordinating student recruitment events. A key component of the role will be to support the MBA Marketing and Recruitment Manager and the Postgraduate Marketing Coordinator in handling the enquiry and application workflow for the programs and providing high-touch support for prospective students.</p>		
Position Characteristics:	Scope	Working under general direction, the role will assist in all aspects of the recruitment process for management postgraduate and post experience programs, including the Adelaide MBA.	
	Significant internal/external relationships	<ul style="list-style-type: none"> • Postgraduate Marketing Coordinator • Marketing Manager • Program Directors • Professions Global Learning Team • Marketing and Communications Branch • Professions Student Hub 	
	Special conditions	<ul style="list-style-type: none"> • Out of standard work hours as required • Reasonable workplace adjustments will be made for people with a disability. 	
	Delegations	Delegations according to the Delegations Table	

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Key Responsibilities and Outcomes	1	Marketing and Admissions support	<ul style="list-style-type: none"> • Provide administrative support to the MBA Marketing and Recruitment Manager and the Postgraduate Marketing Coordinator in all areas of marketing and student recruitment. • Assist with preparing prospective student documentation including program offer letters and ensure adequate record-keeping of same. • Develop and maintain the MBA and Postgraduate Business websites and collateral. • Use enquiry data to collate trends and develop FAQs for the website and other marketing collateral. • Assist with market intelligence gathering such as competitor information/activities within the relevant segments. • Maintain awareness of cultural differences within the various student cohorts.
	2.	Enquiry support	<ul style="list-style-type: none"> • Monitor various mailboxes and respond to general enquiries. • Assist with the development and maintenance of online records using the Faculty CRM software. • Provide high-quality support for all enquiries including face to face, email and phone enquiries. • Ensure that enquiries are dealt with quickly, accurately and personally. • Ensure that enquiries are followed through to applicant status providing support as required. • Provide support in preparing reports for various faculty managers.
	3	Event Coordination	<ul style="list-style-type: none"> • Coordinate and participate in targeted recruitment events such as information sessions, recruitment fairs and postgraduate expos. • Provide administrative assistance with events as directed, including bookings, set up and pack up. • Liaise with internal and external stakeholders in ensuring general smooth running of events. • Development of event checklists, budgets and run sheets. • Assist with post-event activities including following up enquirers who have attended events.

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Criteria	Capabilities and Behaviours	Service Focus	<ul style="list-style-type: none"> • Responds promptly to the needs of the client even when under pressure • Maintains clear and appropriate communications with the client • Demonstrates active listening and questioning skills to identify client needs and issues
		Relationship Building	<ul style="list-style-type: none"> • Actively works to develop and maintain effective working relationships with others • Maintains composure in dealing with others • Responds to colleagues in a timely and courteous manner • Is approachable and receptive to others
		Teamwork	<ul style="list-style-type: none"> • Works effectively in a team environment • Relates well to other team members • Understands the work of the group and demonstrates a commitment to team goals • Treats others fairly and equitably • Encourages cooperation and collaboration
		Communication	<ul style="list-style-type: none"> • Conveys ideas clearly to others, both verbally and in print • Cooperates with others, shares relevant information and seeks information from others as required. • Speaks clearly and respectfully in a confident manner • Seeks to understand the viewpoint of others and asks questions to clarify meaning
		Flexibility & Adaptability	<ul style="list-style-type: none"> • Willingly adopts different approaches in order to achieve results • Adapts behaviour in response to constructive feedback • Accepts changes in job role in a positive manner • Is open to new and different ways of doing things
	Knowledge and Experience	<ul style="list-style-type: none"> • Demonstrated success in a customer-facing role with proven ability to provide high quality and high-touch customer support. • Proven high level organisational, accuracy and administrative skills including the ability to prioritise and manage work. • Well-developed interpersonal skills including both written and verbal communication skills. • Previous experience in event coordination. • Demonstrated high level skills in the use of computers and computer software, including standard MS Office applications. 	

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	Qualifications	<ul style="list-style-type: none"> ▪ An equivalent combination of relevant experience and / or education/training. 	
Occupational Health, Safety and Welfare Requirements	<ul style="list-style-type: none"> • All Supervising staff are required to implement and maintain the University's OH&S Management System in areas under their control ensuring compliance with legislative requirements and the established Performance Standards. All other staff will assist the Head of School/Branch to create and maintain a safe and healthy work environment by working safely, adhering to instructions and using the equipment provided in accordance with safe operating procedures. Where appropriate, staff will initiate and participate in worksite inspections, accident reporting and investigations, develop safe work procedures and provide appropriate information, instruction, training and supervision. Staff will also inform the Head of School/Branch of any unsafe working practices or hazardous working conditions. 		
University Expectations	<p>All staff are expected to:</p> <ul style="list-style-type: none"> • Contribute to the efficient and effective functioning of their team or work unit in order to meet University objectives. This includes demonstrating appropriate and professional workplace behaviours in accordance with the Code of Conduct, providing assistance to team members if required and undertaking other key responsibilities or activities as directed by one's supervisors; • Participate in the Planning, Development and Review which includes a regular review of their performance against the responsibilities and performance objectives associated with the role and demonstration of appropriate behaviours which reflect a commitment to the University's values and strategic directions; • Perform their responsibilities in a manner which reflects and responds to continuous improvement; and • Read, understand and comply with all University policies and procedures. 		
Approvals: Head of School / Branch Manager	Executive Dean Name: Signature: Date:		Director Human Resources Name: Signature: Date:
Acknowledgement of Incumbent	<p>I have read and understood the requirements of the position</p> <p>Name: <i>(please print)</i> Signature: Date:</p>		