

Position Description

Position Title	Marketing Manager
Department	Business and Operations
Reports To	Director of Standards and Operations

College Overview

SEDA College WA is an independent, co-educational Senior Secondary College.

The SEDA College Board has entered into a contract with the SEDA Group that allows the College to deliver the SEDA model and associated programs, while providing access to leading Western Australian industry partnerships.

The Board chose the SEDA model as the foundation for SEDA College WA as a result of the model's success in engaging, educating and empowering young people since 2007. The SEDA model has been implemented in Western Australia since 2013, growing in demand by students and parents to achieve consistently high enrolment numbers.

At SEDA College WA we believe that student success is achieved through educational experiences that challenge and inform our students' perspectives on the world.

These beliefs are underpinned by an educational philosophy that is based on the principles of applied learning and our Colleges' core values.

- Growth
- Resilience
- Empathy
- Accountability
- Teamwork

Our philosophy commits us to developing students who are:

- Passionate about reaching their personal and professional potential.
- Proactive and resilient in both their personal and public lives.
- Productive and compassionate contributors to the wellbeing of their community.
- Professional and collaborative in the workplace.

SEDA College WA

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We believe that students in the post compulsory years should be treated as young adults and given opportunities to develop their independence in a supportive environment where they are nurtured and allowed time to mature and develop the personal attributes that will help them be successful in both their personal and professional lives. Our aim is for graduates to leave the College as mature, informed, resilient, independent and capable young adults as they make their transition from school to employment or further study.

The College believes that students will achieve more when their education is delivered through a model that is; relevant to their passion, applied, informed by industry and community expectations and delivered by a teacher that knows them well and differentiates their program accordingly.

The College programs attract a group of young people who want their education experience to be ‘real-life’ and authentic.

SEDA College WA is committed to child safety and the creation of an environment in which all young people feel safe, included and welcome. All staff have a responsibility to contribute to this environment and ensure that they interact with students in a manner that actively promotes the rights of young people. As part of induction staff are trained and informed of their obligations with respect to the safety of young people.

Position Overview

This position is broad ranging in its scope and requires someone who is flexible and able to manage a range of diverse activities. This role will develop and implement strategic marketing plans in line with the priorities set in close consultation with the SEDA College WA leadership team. The primary goal of this role is to generate student interest for and enrolment into SEDA College WA whilst promoting the College as leaders in education.

Key Responsibilities

Accountabilities	Overview
Marketing Strategy	<ul style="list-style-type: none"> Develop and implement the marketing strategy and associated action plan to meet the College’s enrolment objectives. Develop and implement innovative marketing strategies, in line with the Marketing Plan and the College’s Strategic goals to communicate with key stakeholders, increase brand awareness and enrolment enquiries. Develop and implement in support with external agencies the College’s digital campaign strategies in line with the Marketing Plan.

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Marketing and Promotion	<ul style="list-style-type: none"> • Work with internal staff and external agencies to manage and deliver a digital presence across multiple channels ensuring a consistent high quality is maintained whilst achieving targets. • Develop and maintain the School's approved advertising and promotion schedule, including researching and recommending advertising platforms as required to meet strategic objectives. • Manage and oversee all SEDA College social media platforms. • Work with Program Coordinators and to identify opportunities to market the program through industry networks. • Work closely with the Registrar and Admissions team to promote and market the College, attract new enrolments, retain existing enrolments, and enhance the reputation of the College.
Communication	<ul style="list-style-type: none"> • Work with key Leadership staff to implement a communications plan to meet the College's strategic marketing and internal communication objectives. • Develop and maintain a College Communication Style Guide and coach all staff in its implementation. • Update and maintain the College's website, in consultation with College leadership and other staff.
Uniform and Apparel	<ul style="list-style-type: none"> • Manage the College uniform procurement in accordance with the Procurement Policy guidelines. • Manage the relationship with the College uniform supplier, including uniform design. • Manage the uniform fitting and order process for all incoming students. • Manage the College uniform shop and generate revenue through the facility. • Manage all aspects of the College apparel, including (but not limited to) competition wear (SSWA, Game On, etc), College Leavers Jackets and others. • Manage the procurement, design and production of all College merchandise.
Budget and Procurement	<ul style="list-style-type: none"> • Manage and report on the allocation of the Marketing budget. • Procures all Marketing services in accordance with the Procurement Policy guidelines.

People Leadership and Management	<ul style="list-style-type: none"> • Manage the relationships with the agencies appointed for digital and design execution. • Create and maintain an environment oriented to trust, open communication, creative thinking, and cohesive team performance whilst promoting collaboration across all areas of the College. • In consultation with Leadership, market the College's promotion of staff excellence through internal and external channels, including biographic snapshots of staff via routine postings on the College's platforms (external).
Reporting	<ul style="list-style-type: none"> • Manage the ongoing gathering of marketing analytics. • Provide reports as required, e.g. board reports.
Partnerships and Sponsorships	<ul style="list-style-type: none"> • Sustain the College's excellent relationships with its partners and sponsors ensuring future
Policies and Procedures	<ul style="list-style-type: none"> • Follows the College's Policy on Child Safe and Mandatory Reporting. • Adheres to the expectations described in the Staff Code of Conduct.
Associated Duties	<ul style="list-style-type: none"> • Undertake other duties as appropriate to the level of the position, as directed by the Director of Standards and Operations. • Maintain professional and technical knowledge by attending educational workshops, reviewing professional publications, establishing personal networks, and participating in professional societies. • Activities as agreed in the annual Performance Development and Review Plan. • Acts in accordance with SEDA College's Values and Policies and Procedures. • Cooperates with all Health and Safety Policies and Procedures and takes all reasonable care for their own and others' health and safety. • Maintains a valid Working with Children Check.

Key Relationships	
Internal	External
<ul style="list-style-type: none"> • Principal • Director of Standards and Operations • Registrar • Admissions Team • Marketing Staff • Program Coordinators • Teachers 	<ul style="list-style-type: none"> • Suppliers • Young people and parents accessing the College • Affiliated National and State Sporting Association Staff • Stakeholders associated with the College

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Key Selection Criteria

Skills and Experience

- Proven experience in the development and implementation of successful marketing strategies.
- High level experience in the full range of marketing, digital, copy and content development, public relations, and communications.
- Strong track record in successful marketing in a service environment.
- Strong budget management skills.
- Experience in working with marketing, events and communication professionals.
- Experience in the development of high-level reports to an Executive, Board, or similar stakeholders.
- Digital Marketing experience.
- Proven ability in managing complex problems.
- Proven ability to use initiative and work autonomously as well as the ability to lead and work productively as part of a team.
- High level oral, written, and interpersonal communication skills and demonstrated ability to effectively negotiate, collaborate and communicate with a range of audiences and stakeholders both internal and external to an organisation.
- Experience in working in an educational setting or professional services (desirable).
- High degree of working knowledge of CRM systems and relevant computer software packages relating to graphic design (such as Adobe Illustrator & Photoshop), website content management systems and desktop publishing applications.

The list of responsibilities herein is not intended to be all-inclusive and may include additional responsibilities as required and assigned. It may become necessary to modify/change these position responsibilities from time to time.

Formal qualifications

- Tertiary qualifications in marketing and/or communications.

Essential requirements

- Working with Children Check: (www.workingwithchildren.wa.gov.au)
- Nationally Coordinated Criminal History Check: <https://www.education.wa.edu.au/ncchc>
- Current Driver's License
- COVID19 vaccination certificate or immunisation history statement

Note: A six-month probation period applies to full and part time positions of more than six months.

Position Description Acceptance

I _____ (Incumbent Name) have read and, understood the above Position Description and agree to carry out the duties listed in my position description.

Signed Date/...../.....

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