

Job and Person Specification

Job title	Marketing Assistant
Organisation	StudyAdelaide
Level	Negotiated contract
Type of appointment	Two year contract

About StudyAdelaide

StudyAdelaide is a public corporation that was formed in 1998 to promote Adelaide as a destination for international students. Its primary functions are:

1. To grow awareness and preference for Adelaide as a destination for international students, through the implementation of marketing and promotional activity.
2. To ensure that international students in South Australia feel welcomed, valued and are enriched by their study experience, through implementation of a post-arrival student and community engagement program.
3. To support the recruitment and student engagement activities of StudyAdelaide members.
4. Advocate for the international education sector in South Australia.

The organisation's stakeholders, members and funding partners include South Australia's education providers' actively recruiting international students, and South Australian state and local government agencies. StudyAdelaide is committed to strengthening these relationships to ensure a strong foundation for collaboration and cohesiveness amongst South Australia's international education sector for global marketing activities, and a shared imperative to deliver opportunities and the most effective support for international students.

Purpose of the Position

The Marketing Assistant supports the International Marketing team to deliver marketing campaigns, and develop and distribute global marketing assets to position Adelaide as a destination of choice for international students from regions including Africa, South and South East Asia, North Asia and Latin America. StudyAdelaide's destination marketing assets can be used by StudyAdelaide members to support their recruitment efforts, ensuring a consistent narrative about destination Adelaide.

The role will require strong communication skills, attention to detail, implementation and project management skills and the ability to deliver multiple projects at the same time.

The position reports to the Director, International Marketing, and requires a close working relationship with the entire marketing team.

Key Responsibilities

1. Marketing assets

- Ensure all marketing assets are consistent with StudyAdelaide's brand.
- Review StudyAdelaide marketing assets and identify gaps and opportunities for updates. Working with preferred suppliers, co-ordinate photoshoots and video shoots, co-ordinating locations and talent and providing clear briefs to suppliers. Attend photo or video shoots if required.
- Regularly review destination key messages and identify opportunities for improvement.
- Ensure all StudyAdelaide team members are aware of and have easy access to destination messaging to support activity such as destination presentations.
- Regularly review website content for consistency of messaging and content updates, and research and prepare new or updated content for review.
- Regularly review and update marketing collateral, liaising with suppliers as required for activities such as copywriting, design and printing. This includes, but is not limited to:
 - Brochures and flyers
 - Pull up banners
 - Merchandise
- Ensure all collateral is available for use by the StudyAdelaide team and members in digital versions, and where required printed versions and coordinate offshore distribution and storage.
- Working with market coordinators, proactively monitor merchandise stock supplies and coordinate orders, storage and distribution, maintaining accurate records of stock on hand.
- Work with Membership and Partnerships Coordinator to ensure availability of all collateral and selected merchandise for StudyAdelaide members, anticipating stock requirements.
- Track and where requested, report on member access to collateral and merchandise.

2. Marketing campaigns

- Contribute to the planning of campaigns that are across multiple regions, and support implementation including sourcing relevant content and proof-reading campaign assets, ensuring adherence with StudyAdelaide brand and messaging.
- Ensure strong familiarity with StudyAdelaide brand assets and messaging to enable effective contribution to campaign development.
- Review and co-ordinate updates and continuous improvement of StudyAdelaide's digital advertising assets.
- Develop strong working relationships with StudyAdelaide suppliers for campaign implementation, ensuring clear briefs and timely follow up.
- Support market co-ordinators with individual market campaign activity as required.
- Proactively identify opportunities to update messaging and campaign assets, reflecting new announcements about Adelaide and South Australia.

3. Contribution to the success of StudyAdelaide

- Proactively working as part of the StudyAdelaide team adhering to the team values of innovation, leadership, relationships and respect
- Manage assigned projects within budget, proactively reporting any anticipated variances
- Coordinate service providers as required to deliver specific projects
- Contribute to reporting by specified deadlines and meet administrative requirements in a timely manner
- Proactively communicate with other team members and wider stakeholders
- Ensure Customer Relationship Management (CRM) is updated with contacts relevant to this position
- Adhere to StudyAdelaide policies and procedures and ensure due process and probity in tendering and contracting processes
- Professionally represent StudyAdelaide at virtual and physical events as required
- Contribute to StudyAdelaide business planning, staff development and team meetings
- Maintain professional skills

Performance Measures

Annual performance objectives will be agreed with the Director, International Marketing.

Reporting and Key Working Relationships

The Marketing Assistant reports to the Director, International Marketing and is an integral part of the marketing team, working closely with the market and digital coordinators to cohesively promote Adelaide.

The position also works closely with other team members at StudyAdelaide to contribute to organisation initiatives.

The role will involve working collaboratively and effectively with a broad range of StudyAdelaide stakeholders including education institution members, government representatives and international students.

The role may occasionally have contact with the members of the StudyAdelaide Board.

Qualification, Experience and Knowledge

Essential

- Tertiary qualifications in marketing, communications or a related field, or 2-3 years' experience in a related role
- Strong written and verbal communication skills
- Excellent attention to detail
- Strong relationship and interpersonal skills to develop internal and external relationships, particularly with suppliers
- A customer service approach that includes follow up and seeing tasks through to completion
- Excellent organisation and time management skills with the ability to manage competing priorities under pressure
- Ability to work independently and with initiative

Desirable

- Understanding of the education sector
- Experience working with suppliers/contractors
- Experience managing project budgets
- Familiarity with Customer Relationship Management system

Other

- Out of hours work may be required in the position
- A three-month probation period will apply whereupon the applicant will undergo a review with the Director, International Marketing
- As the position may have contact with children (school-age international students), a Working with Children Check will be required
- As contact with school-age children may be required, the incumbent is required to declare an up-to-date COVID vaccination status.