

POSITION DESCRIPTION

Position Title	Sales and Marketing Representative
Reports To	Chief Executive Officer and Operations Manager
Position Summary	To market the groups courses via a range of mediums, take all sales leads, qualify candidates and instigate the enrolment process.
Essential Requirements & Experience	<ul style="list-style-type: none"> • Minimum 3 years' experience in a similar Sales and Marketing role • Social media marketing experience • Strong customer service and technological skills • Motivated and Passionate • Self-directed learner • Drivers Licence • English speaking <p>Desirable Skills</p> <ul style="list-style-type: none"> • Worked in a registered training organisation (RTO)
Employment Status	10-month maternity contract: Part-time 15-30 (spread of hours over 5 days), potential for full-time and permanency on completion of contract.
Salary	Base of \$65,000 (plus super) Bonus: \$150 (plus super) per reported and accepted enrolment (Training manager to approve enrolments) – paid monthly
Location	Melbourne Head Office
Position commencement	December or January, must be commenced by 12 th January
Key Liaisons	<p><u>Internal</u>: Chief Executive Officer, Operations Manager, Training Manager, Brokers, Students, Finance</p> <p><u>External</u>: Industry Agencies, Job Actives, Apprenticeship centres and Employers/Workplaces</p>
Sales Targets	<p>2-month point – Directly enrolled and reported 10 students (over 2 months) into full qualification</p> <p>On-going – average of 10</p> <p>Target Parameters</p> <ul style="list-style-type: none"> • Referrals must be reported and approved by Training Manager • WHS courses count as 0.5 referrals • Exclude referrals from current brokers. • If full fee students, payment plan must be in place.

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Task Breakdown

- Respond and act on all sales leads and enquiries for 2 RTO's
- Book leads into enrolment information's sessions in liaison with training manager
- Prepare weekly ad monthly marketing reports for management
- Create and manage social media marketing advertisements within budget (including associated café business)
- Co-ordinate advanced social media campaigns with external marketing consultant
- Co-ordinate google AdWords and SEO with external marketing consultant
- Ensure website and associated sites we advertise on, remain up-to-date with current course offerings (basic WordPress skills)
- Use VETtrak our student management system to track leads
- Develop relationships with employers, workplaces, apprenticeship centres, job active providers and other community service organisations to promote our courses
- Expectation that you will be out developing relationships at least 1 day per week
- Remote working from home may be allowed, limited days
- Meet sales targets as outlined
- Collect monthly testimonials with student photos for each business
- Develop and maintain an image and video gallery for course promotions including using real photos of students and classes
- Develop RTO and course specific marketing materials
 - Write content in liaison with key staff
 - Check compliance against RTO marketing guidelines
 - Seek quality assurance
- Liaise with current brokers to help develop co-marketing strategies
- Assist with course enrolment and information sessions for all courses as required – Liaise directly Training Manager
- Report to CEO and Operations manager on effectiveness of marketing strategies
- Ensure compliance with all legislations and guidelines applicable to our business and marketing strategies within
- RTO administrative tasks where required
- Help at audit when required
- Liaise directly with finance to ensure students fee are paid prior to or payment plan