

Position Details

Position Title	Marketing Specialist - Skills and Careers
Location	Royal Park
Reports To (Position Title)	To be advised
Financial Accountability (Expense Budget and/or revenue)	None
Management Responsibility (No of employees managed/supervised)	None

Position Responsibilities

Purpose of the Position	Assist the Growth of apprentice employment (GTO), and Skills (Host and Student) through implementing and monitoring marketing initiatives based on customer insights, analytics and research
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In order of importance, list the key responsibilities/activities of the position. Each responsibility should be weighted according to the amount of time/effort spent on it during a normal year. The total weighting will be 100%.

Primary Responsibility	Marketing Communications	Time Spent 60%
Purpose of Activity	Assist in the delivery of efficient and effective Communications and content across apprentice's skills (RTO) and employment (GTO). upskilling courses, school programs, expos and events	
Example	<ul style="list-style-type: none"> Marketing material and content creation and distribution across a wide range of channels towards apprentices including digital media, social, print, point of sale, field resources etc Content creation for schools (Vetro program) Website content and update (apprentice, host section) 	

	<ul style="list-style-type: none"> • Monthly EDM – apprentice and hosts content and delivery • Assist with the Production of Quarterly Motor magazine in particular skills and careers sections. • Content creation for RTO including online resources for apprentice training / upskill etc • New apprentice induction packs – GTO • Video content for GTO and RTO • Ensures Government, RTO and GTO brand compliance while meeting the style guide. • Works with partners /sponsors to deliver required activity 	
Responsibility (2)	Events	25%
Purpose of Activity	Project management to assist in the delivery of quality events for apprentices and hosts in a fiscally responsible manner Deliver timely and accurate reporting, insights and analysis for feedback to the marketing team and management on apprentice recruitment and placement success	
Example	<ul style="list-style-type: none"> • Apprentice of the year awards activity SA/NT • Schools events. • Open / Gala days logistics and organisation • Attendance and participation at other events including Industry days 	
Responsibility (3)	Reporting (Express) / Board Reporting / Insights and analysis	15%
Purpose of Activity	Deliver timely and accurate reporting, insights and analysis for feedback to the marketing team and management on apprentice recruitment and placement success	
Example	<ul style="list-style-type: none"> • Express apprentice path reporting including analysis around success ratios and avenues • Develop recruiting initiatives (in consultation with Marketing team) to support the GTO from report findings • Media reporting in conjunction with agency • Board reporting to KPI's 	
Total Weighting		100%

Compliance Responsibilities

It is the responsibility of both the manager and incumbent(s) of the role to ensure that the following compliance requirements are met:

- **Relevant laws and regulations including OH&S and EEO**
- **Industry codes.**
- **RTO advertising regulations**

Knowledge, Skill and Experience Requirements

<p>Knowledge</p> <ul style="list-style-type: none"> • SACE • Degree/Diploma • Post-Graduate Qualifications • Trade Certificate • Industry Specific Qualifications 	<p>Essential</p> <p>Marketing/Communications or related Degree</p>	<p>Preferred</p> <p>Minimum 2 years' experience in a similar role</p>
<p>Skills and Attributes</p> <ul style="list-style-type: none"> • Interpersonal Skills eg. Communication, Negotiation, Problem Solving, Analytical, Customer Service, Team work 	<p>Essential</p> <p>Teamwork, working to deadlines, attention to detail, design 'eye'</p> <p>Creative ability</p>	<p>Preferred</p> <p>Automotive industry knowledge or experience</p>
<p>Personal alignment with MTA Values</p>	<p>Teamwork: Working together, empowering and supporting one another to achieve our common goals</p> <p>Achievement: We do our best to exceed expectations, striving for innovation in our delivery of relevant and valued services</p> <p>Accountability: We take ownership of all that we do, each taking responsibility for our part in delivering high quality services</p> <p>Respect: We understand, acknowledge and appreciate the needs, opinions and</p>	

	Excellence: We strive to be the best in all that we do every day	
Computer Software <ul style="list-style-type: none"> Eg. Microsoft suite, Project, Finance 	Essential Microsoft suite (PowerPoint, excel) Adobe suite (Photoshop, Premier Pro or other editor/video editing software) Graphics design packages	Preferred Mailchimp, Click Dimensions
Technical Skills <ul style="list-style-type: none"> Licences 	Essential Drivers licence	Preferred
Experience <ul style="list-style-type: none"> Industry and/or field experience 	Essential	Preferred

Frequent Contacts

Internal Contacts Includes organisational managers and employees.	Marketing team, RTO / GTO / member services GM and associated staff
External Contacts Includes customers, members, suppliers, Government bodies, industry groups, competitors	Event Companies