



# Position Description

## Position Details

<b>Business Entity</b>	Kaplan Professional	<b>Department</b>	Marketing
<b>Job Title</b>	Marketing & Events Coordinator	<b>Location</b>	Sydney – 45 Clarence St
<b>Reports To</b>	Senior Product Marketing Manager	<b>Direct Reports</b>	0

## Overall Purpose

Reporting to the Senior Product Marketing Manager, the Marketing & Events Coordinator will coordinate a series of integrated marketing initiatives designed to drive business objectives and exceed business targets. Strong relationship skills are essential as the role is required to liaise with a wide variety of internal and external stakeholders. A broad, diverse and pivotal role in the business that contributes to the overall Kaplan Professional marketing strategy including: project planning and management, event management, campaign management, brand development and execution and marcomms.

## Key Responsibilities

### **Assist product marketing and corporate brand management team**

Execute marketing initiatives for new and existing products and Kaplan Professional corporate initiatives

- Execute product to market strategies
- Successfully, plan, design, execute and monitor the results of integrated campaigns
- Oversee campaign building, sending, tracking, analysis, monitoring and reporting
- Analyse results throughout campaign and recommend strategy/delivery changes as appropriate
- Ensure pre implementation review occurs and briefing prior to campaign launch
- Conduct post campaign analysis. Including all open rates, click throughs, rate of increase on select targeted groups, observations and recommendations
- Ensure projects are delivered on time and to budget with customer satisfaction
- Establish and maintain professional relationships with all stakeholders throughout project delivery
- Develop marketing collateral and advertising that is compelling and on brand
- Ability to provide research as and when required along with providing high level recommendations

### **Event management**

Coordinate corporate events and student engagement initiatives

- Responsible for delivering a range of high quality professional events
- Manage the effective facilitation of major event operation plans at industry conferences
- Required to oversee event production, planning and logistics along with development of creative ideas to execute some of our biggest events.



- Ensure communication is seamless to all internal and external stakeholders
- Self-motivated, well organised and a true time manager
- Responsible for supplier negotiation and logistics coordination
- Has the ability to work well under pressure and can prioritise

## **Marketing strategy and support**

Proactively provide a broad range of marketing support

- Contribute to the development of a robust marketing plan based on current thinking and best practice
- Identifying the opportunities and/or challenges in print, online and provide solutions
- Develop a vision around how the marketing team will fulfil business needs
- Prioritise a set of initiatives which can deliver on this vision
- Contribute to our website strategy and provide input and execution on an ongoing basis

**You will also be required to prepare and manage administrative planning documents and reporting on behalf of the team to support the Head of Marketing**

## **Contribute to a supportive, positive and safe workplace**

- Compliance with all company policies and procedures including WHS legislation requirements
- Ensure as far as is practicable that the workplace, under your control, is safe and without risks to health
- Being a productive member of the Kaplan Professional team by displaying the Company values through your day to day role
- Adherence to Company Policy and Procedures

## **Qualifications and Skills**

### **Essential**

- Tertiary qualifications in marketing and/or communications
- Min 1-3 years' experience in a marketing related area
- Proven event and project management experience
- Excellent copywriting and communication skills
- High level of organisational skills and attention to detail
- Strong stakeholder management and negotiation skills
- Ability to multi-task and manage competing deadlines
- Proficiency in MS Office



**Desirable**

- Knowledge and awareness of great design
- Understanding of social channels
- Experience in B2B and B2C businesses
- Worked in financial services and/or education industry
- Experience working with Salesforce, WordPress and email management programs

Employee Signature \_\_\_\_\_

Date \_\_\_\_\_

Manager Signature \_\_\_\_\_

Date \_\_\_\_\_