



## Position Description

Position: Promotions and Marketing Officer  
Date: 25 November 2019  
Hours: 0.5 – 0.6 EFT

## Whitley College

As the Baptist College of Victoria and as an agency of the Baptist Union, Whitley College is dedicated to providing high quality theological educational resources to all of those committed to the call of God and to the life and mission of the Church in a rapidly changing society. In offering theological education through a comprehensive range of diplomas and degrees accredited by the University of Divinity, professional development opportunities, advanced research programs, and innovative and flexible training initiatives, Whitley seeks to fulfil its mission to equip men and women for leadership and service in a variety of ministries in church and society. Whitley is committed to creating an even stronger and dynamic learning environment for students and to develop further the relationships with partners and stakeholders.

## University of Divinity

Whitley College is one of the eleven colleges of the University of Divinity and part of its collegiate structure. The University of Divinity promotes the highest standards of scholarship in theology, philosophy and ministry. Through scholarship, the University aims to address the issues of the contemporary world. Founded in 1910 as the Melbourne College of Divinity, the University has a long history of pursuing and achieving these aims.

## Primary objectives

Whitley is seeking a person to fulfil the position of Promotions and Marketing Officer. The Promotions and Marketing Officer is to be responsible for the development and execution of marketing and promotions programs for Whitley College, supporting growth in student enrolment. The Promotions and Marketing Officer will promote Whitley College's Faculty, its courses, research and student experience to demonstrate our academic leadership in theological education and research.

We are seeking an experienced marketing professional who is passionate about the tertiary theological education sector and growing enrolment. We need a team player who can jump into the role and bring new ideas.

## Key responsibilities

1. The Promotions and Marketing Officer reports to the Academic Dean for operational and to the Principal for strategic matters.
2. Ensuring all promotional work aligns and adds value with the businesses' vision, mission, values, strategic directions and current operations.
3. Contributing to the overall planning and organisation of marketing strategies for student acquisition and general promotion of the College;

4. Supporting the coordination, planning, organisation, advertising, delivery and evaluation of activities that promote Whitley's programs at our Parkville campus or elsewhere;
5. Coordinating the planning, organisation, delivery and evaluation of specific Whitley College events;
6. Contributing to the content and oversight of the College's online environment (website, social media platforms etc).
7. Assisting the Dean and the Registrar with the development of Whitley's promotional material within the networks and the University of Divinity (video, study guides, brochures and flyers);

### **Key characteristics and qualifications**

- A person of faith with a lively commitment to the mission of Baptist Churches in a variety of ministerial contexts;
- Skilled and transparent communicator with good listening skills and sensitivity to diverse perspectives;
- Well developed interpersonal and influencing skills, including the ability to form meaningful and sustainable professional relationships;
- Ability to coordinate and promote conduct events with an ability to organise conflicting deadlines and prioritise commitments;
- Previous experience in the design and layout of promotional material and publications; and
- The ability to work accurately and with a high level of attention to detail;
- A Bachelor/Master's degree in Marketing and Communication.

### **Key skills & experience**

- Demonstrated experience in marketing and publicity, including website and social media.
- Demonstrated knowledge and skills in the use of printed and digital resources that support the presence and presentation of Whitley College and its educational offerings.
- Demonstrated high level writing skills suitable for a variety of publications.
- Demonstrated ability to work independently and to meet deadlines.
- Demonstrated high level collaborative skills and the ability to work as part of a team.
- Demonstrated ability to think creatively.

Prospective and interested candidates may direct inquiries to the Principal of Whitley College, Rev Professor René Erwich (email [rerwich@whitley.edu.au](mailto:rerwich@whitley.edu.au) or by phone +61 447 571 964).

### **Applications**

Interested candidates for the role are kindly requested to submit their application with full curriculum vitae, a cover letter and 3 letters of reference, included in the application, no later than 15<sup>th</sup> January 2020, to [marketing@whitley.edu.au](mailto:marketing@whitley.edu.au). Review of the applications will begin shortly after. Job interviews are planned for early February. The successful applicant will be expected to take up the position by February 24.