

Position: Marketing and Recruitment Officer

Location: Sydney Campus

Employment type: Full-time

Award: Educational Services (Post-Secondary Education) Award 2020

Melbourne Institute of Technology (MIT) is a leading Private institute of Higher Education with campuses in Melbourne and Sydney. We provide IT, Networking, Data Analytics, Business, Accounting and Engineering (Telecommunications) programs, at Bachelor and Master degree levels, to Australian and International students. MIT has a NEAS-accredited English Language Centre that offers a range of English language courses to help students improve their English skills and prepare them further study in Australia.

The Role:

The Marketing and Recruitment Officer is responsible for a range of tasks for marketing, student recruitment and placement in Sydney campus. The role will work closely with Admissions and Marketing team members, and relevant areas of the Institute, partner universities and schools. The position acts as a key point of contact for prospective students.

Responsibilities:

- Respond to enquiries from prospective international and domestic students via multiple communication channels.
- Use persuasion in providing information and advice to prospective students and influencers.
- Represent the institute at various student recruitment events.
- Build strong relationships with external parties such as agents, students, NSW Schools Career Advisors, and education service providers.
- Identify and promote opportunities to strengthen the MIT brand in designated markets.
- Conduct market research for domestic and international markets to identify trends, competitor analysis, and factors affecting the market.
- Develop strategies in response to market needs to meet recruitment objectives.
- Increase awareness of the MIT brand through various activities and actions.
- Report progress against marketing action plans as required.
- Liaise with government bodies and coordinate with Partner Providers related to Marketing in designated markets.

Qualifications, Competencies and Skills:

- Qualifications:
 - Completion of a bachelor's degree in Marketing or a related discipline.
- Knowledge/Experience/Attitude/Skills:
 - Experience in effectively communicating and negotiating with internal and external stakeholders, including external partners.
 - Demonstrated facilitation skills with high-level of active listening, comprehension, and verbal communication skills.



- Strong understanding of brand management and ability to enhance brand visibility and reputation.
- Ability to conduct market research and analyse market trends to inform recruitment strategies.
- Ability to represent the organisation at recruitment events and activities.
- Strong organisational skills, with the ability to manage multiple tasks and projects simultaneously.
- Good computer skills with experience in Word, Excel, PowerPoint, and CRMs.
- Proven experience in marketing and recruitment, particularly in the education sector is desirable.
- Experience in the higher education sector, with a focus on student acquisition and retention strategies desirable.
- Understanding of the broader higher education sector and the current issues impacting on this sector.

Position Description can be downloaded at MIT careers: <https://www.mit.edu.au/about-us/jobs-mit>

Applications must include an updated resume.

Applications close on **Sunday, 31 March 2024..**

Apply: via SEEK

Equal Opportunity and Privacy of personal information is MIT policy. For more details visit www.mit.edu.au

MIT reserves the right to close applications early if a suitable applicant is identified prior to application close date.