



POSITION DESCRIPTION

Position: Regional Manager

Department: Pathways School (Marketing and Admissions)

Reporting to: Senior Regional Manager (Marketing and Admissions)

Salary Range: Band 3 FTE \$90,175 plus 17.5% leave loading plus 10.5% superannuation

Contact: Ben Waymire, Senior Regional Manager
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Date: March 2023

POSITION SUMMARY

The position is located within the Pathways School at Trinity College and organises the recruitment and marketing in specific international markets of Pathways School programs. This includes managing a network of international education representatives, overseas offices, relationship development with key schools, and working with relevant scholarship bodies. The position participates in student recruitment activities in Australia and overseas.

The Regional Manager will also assist in the preparation of TCFS marketing material, including the preparation and monitoring of advertisements, the annual prospectus, banners, brochures, newsletters, website, social media and other promotional material.

SELECTION CRITERIA

Essential:

1. A tertiary qualification relevant to the role is highly desirable.
2. Demonstrated work experience in a similar role with specific work experience and knowledge of international education including an understanding of current challenges and key trends.
3. Experience in the development of marketing materials and communications including preparation of web based and social media strategies.
4. Demonstrated sensitivity to the similarities and differences that exist between two different cultures and the use of this sensitivity in effective communication with members of another cultural group.
5. A commitment to academic excellence and an understanding of Australian educational practices and systems.
6. Strong organisational skills with demonstrated ability to prioritise competing tasks, meet deadlines and work under pressure.
7. The ability to positively contribute and work within a team environment in addition to working independently.





8. Demonstrated computer skills (preferably in a Mac environment) with the ability to learn new systems.
9. An interest in and desire to contribute to the educational vision, values and planning and strategies of the College.

Further Information:

- Applicants must be Australian Citizens, Permanent Residents or hold a valid work permit or visa. If called for interview evidence of status will be required.
- Applicants will be required to bring originals or certified copies of academic and other qualifications if called for interview.
- The successful applicant must secure, or be in the process of securing, a Working with Children approval.

KEY RESPONSIBILITIES

1. Plan and conduct overseas student recruitment activities for all Pathway School programs in specific international markets.
2. Manage relationships with Trinity College's network of international education representatives, key feeder schools, overseas offices, relevant scholarship bodies, and other key stakeholders, including the University of Melbourne.
3. Develop and manage market strategies, plans and budgets for specific countries of responsibility.
4. Set and meet targets for countries of responsibility.
5. Develop TCFS promotional material in consultation with the Communications Office.
6. Develop and maintain website material and social media strategies for TCFS in consultation with the Communications Office.
7. Assist fellow Marketing and Admissions team members when required, including application processing.
8. Liaise with prospective students and their parents.
9. Liaise with alumni for marketing and recruitment purposes.
10. Other responsibilities as directed by the Senior Regional Manager (Marketing and Admissions).

CHILD SAFETY

Trinity College is committed to providing a safe, secure, disciplined and quality learning and residential environment in which all students can develop their individual talents, interests and abilities through a curriculum that fosters the intellectual, physical, social and moral development of the student. The College is committed to the safety of all children, and to providing a culturally safe and inclusive environment for those from diverse backgrounds.

OCCUPATIONAL HEALTH AND SAFETY (OHS)

All staff are responsible for safe work procedures and instructions.

All Employees must:

- Comply with the Trinity College OHS Policy.
- Cooperate with your employer about any action they take to comply with the OHS Act or Regulations.





- Comply with safe work practices, with the intent of avoiding injury to yourself, others and damage to plant and equipment.
- Comply with any direction given by management for the intent of health and safety.
- Report all accidents and incidents that occur in the workplace immediately.
- Report all known or observed hazards to ensure corrective actions are implemented to avoid reoccurrence.
- Adopt work practices that support OHS in the workplace.
- Seek guidance for all new or modified work procedures implemented within the workplace.
- Participate in meetings, training and other environment, health and safety activities as required.

TRINITY COLLEGE

Founded in 1872 as the first college of the University of Melbourne, Trinity College is a unique tertiary institution that provides a diverse range of rigorous academic programs for talented students from across Australia and around the world. These programs include:

- The residential College for undergraduate students of the University of Melbourne, both resident and non-resident.
- The Pathways School, including Trinity College Foundation Studies (TCFS), a unique course which prepares high achieving international students for undergraduate entry to the University of Melbourne and other leading Australian universities.
- Trinity College Theological School (TCTS), which, through the [University of Divinity](#), offers high-quality, accredited degrees and diplomas, and also serves the wider community by offering professional development workshops, seminars and lectures in our [Continuing Education](#) program.

Trinity promotes academic excellence across a balanced, all-round education that includes both 'breadth' and 'depth' of content, together with the development of ethical values, personal integrity, leadership and social responsibility. A Trinity education is further characterised by a high level of international engagement and a strong commitment to equity and diversity.

These educational programs are supported by the College Library, Art Collection and Archives, Information Technology, the College Chapel and Chaplaincy, Music – including a world-class Choir – Marketing, Communications and Events, Human Resources, Property and Facilities Services, and Finance and Administration. The Advancement Office and Trinity College Foundation undertake friend-raising and fund-raising activities that benefit the College as a whole.

An Anglican institution, Trinity welcomes people of all faiths and none. The College celebrates, and is enriched by, the diversity of backgrounds of its staff and students.

Trinity College: Excellence, Community, Diversity, Society

