



# Head of Marketing and Communications

## About the Role

Are you an experienced marketer who is ready to expand their career opportunities?

Tec-NQ requires a Head of Marketing and Communication to develop, plan, implement and manage a range of marketing, recruitment and communications strategies for Tec-NQ. The position is to be based in Townsville on a full time basis.

Our ideal person will undertake duties such as:

- Represent Tec-NQ at events and functions relating to lead generation and enrolments.
- Develop and execute results-driven, multi-platform communications strategies and event plans to support attainment of sponsorship and enrolment targets for the senior school, boarding and RTO.
- Create and manage media communications and marketing collateral.
- Plan and implement marketing campaigns and activities relating to social media, SEO/SEM, events and lead generation.
- Provide oversight to event coordination.
- Track effectiveness of various campaigns and collateral updates.
- Identify and integrate new marketing opportunities.
- Supervise the marketing department.

## About us

Tec-NQ is different. We are a registered training organisation (RTO), an independent senior secondary school and an accredited boarding school delivering education and vocational training to the Townsville and North Queensland region, in a work-based training environment.

At Tec-NQ we are extremely passionate about training the next generation of trades and about building a workplace culture where our people feel empowered to make a difference and are excited about what they do! We provide opportunities for professional growth and foster collaboration and camaraderie amongst our team, all the while prioritising the safety of our people and students.

## Selection Criteria

### Essential

1. Experience in communications, marketing and/or sales
2. Qualification in communications, marketing, public relations or related qualification
3. Demonstrated ability to formulate reports, marketing plans, campaigns and activities to achieve business outcomes.
4. Demonstrated interpersonal and written communication skills, including the ability to influence and inspire others
5. Proven ability to utilise contemporary marketing strategies
6. Knowledge and understanding of the Microsoft Suite of programs and social media
7. Ability to manage timelines in a fast-paced environment
8. Self-Motivated and have a solution based approach to tasks
9. Queensland 'Blue Card' to work with children or the eligibility to attain

10. Current C-Class Australian Drivers Licence

**Desirable**

1. Experience in the education sector, preferably a secondary school and/or RTO Demonstrated aptitude to understand RTO legislative requirements in relation to production of marketing material, advertising and social media

**What our staff say**

"Supporting a young person's journey from a year 10 school student, to a school-based apprentice and finally to achieving a full apprenticeship has given me an enormous sense of pride and a great deal of satisfaction."

"Since starting to train apprentices at Tec-NQ, I have loved sharing my experiences with the students and watching them grow. I also love working with the other teachers and found I have a much better work:life balance!"

***Applications close Friday 27<sup>th</sup> May 2022***  
***Forward your resume and response to selection criteria to:***  
Stacey Cox  
Business Compliance & Projects Manager  
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Email: [stacey.cox@tecnq.com.au](mailto:stacey.cox@tecnq.com.au)