



POSITION DESCRIPTION

Position:	Marketing and Admissions Officer
Reports to:	Director of Marketing and Admissions
Department:	Marketing and Admissions
Date:	June 2026

Primary Purpose

The Marketing and Admissions Officer is responsible for the day to day administration of all aspects of student admissions, social media campaigns, website content management and assistance with the production of school wide publication and communications materials. The position works closely with the Director of Marketing and Admissions in providing input and assistance in relation to planning and implementing all marketing and admissions related activities and campaigns for the School.

Position in Context

The Marketing and Admissions Officer is responsible to the Director of Marketing and Admissions, who in turn reports to the Principal. The position of Marketing and Admissions Officer takes direction from the Director of Marketing and Admissions to ensure that all processes pertaining to enrolment and marketing run smoothly while working closely with other marketing and admissions staff in the team. The position requires a person who is enthusiastic, well organised and flexible.

Freedom to Act / Autonomy

The Marketing and Admissions Officer has a reasonable amount of autonomy and is expected to closely liaise with the Director of Marketing and Admissions.

Major Activities

1. Case management of the applications and enrolment processes for all students
2. Content management for social media, School newsletter and the website
3. Management of the School media platform Pixevety
4. Administration of the testing regime including Scholarships and entry testing for students
5. Assist in organising and managing events for the School in coordination with the Director of Marketing and Admissions
6. Assistance with the Promotion of the School as required

Major Duties and Responsibilities

1. Admissions

- Handle enquiries and send relevant correspondence as required
- Case management of local student applications including assistance with the orientation events for students
- Provide accurate and appropriate information to agents, prospective families and students
- Maintain documentation and records for domestic and international students
- Provide administrative assistance for testing including scholarships testing, correspondence and scheduling enrolment interview appointments

- Provide administrative assistance for admissions related tasks which are responsibility of the Marketing and Admissions team

2. Promotion of the School

- Provide administrative assistance in the lead up to and following events including Student Testing days, Orientation days, Open Mornings, Tours and Information Evenings
- Participate in promotional events for the School including Open Mornings and any other tour opportunities
- Contribute to strategy planning and implementation in close coordination with the Director of Marketing and Admissions to create healthy pipeline of prospective students

3. Marketing and Communications

- Assist with promotional campaigns and undertake research as required
- Assist Marketing and Communications Coordinator with the preparation of advertisements, brochures, newsletters, publications and other promotional materials
- Ongoing content production and management for the school website and social media.
- Management of media platform Pixevety
- Manage SEO and SEM campaigns on regular basis

4. Other Duties

- Develop and maintain efficient and effective office systems
- Other duties as required by the Director of Admissions and Marketing consistent with the role of Marketing and Admissions Officer
- Perform Warden duties as required
- Report any hazards or concerns regarding the health and safety of staff, students or visitors to the School to the Corporate Services Manager

Direct reports

Nil

Contacts

Internal

Principal
Corporate Services Manager
Director of Marketing and Admissions
Marketing and Communications Coordinator
Admissions Officers
Registrar
Receptionist
Principal's EA
Heads of School
PAs of the Heads of Schools
Heads of Department
Accountant / Accounts staff

External

Prospective Parents and students
External Testing Organisations
Agents
Advertising and Printing Agencies
Website Developers
SEO and SEM partners

Competencies Required

- Commitment to promoting the School
- Commitment to excellent customer service
- Strong oral and written communication skills
- Experience with technology
- Collaborative team member
- Judgement/problem solving skills
- Excellent organisational and time management skills
- Experience using the Synergetic Management System an advantage, but not essential
- Professional demeanour

Key Performance Indicators

Improve level of customer service to prospective families by:

- Efficient and professional case management of all aspects of admissions and enrolment processes
- Responding to all enquiries in a timely manner
- Accurate reporting as requested by the Director of Marketing and Admissions

Improve internal communications by:

- Regular meetings with the Director of Marketing and Admissions and team
- Maintaining accurate and effective databases and all records

Yarra Valley Grammar is a Child Safe organisation and has zero tolerance for child abuse. It is a condition of employment that all employees comply with various policies and procedures, including Child Safe policies. Failure to comply with these policies will result in disciplinary action.