



Asia Pacific International College

Level 11, 53 Walker Street
North Sydney, NSW 2060
Phone (02) 8920-9688
www.apicollege.edu.au

Graduate Marketing Officer (Full / Part Time)

APIC is a registered Australian Higher Education Institution providing accredited postgraduate degrees in business and project management as well as professional development and corporate training in Australia and overseas. APIC's clients are major companies who rely on project-based management for their commercial success (see www.apicollege.edu.au for more information). APIC is set to experience substantial growth in the near future.

We are seeking a Full/Part Time Graduate Marketing Officer who is organised, self-motivated, result-orientated, professional, confident and with the ability to communicate (written and verbal) at all levels. You will need to be able to work with and without supervision, work as part of the team, accept responsibility for outcomes, juggle multiple initiatives and deliver on time with high accuracy.

You will be part of a team responsible for the marketing of the College educational programs and business services. Reporting directly to the Operations Manager, your responsibilities will include (but not limited to) the following:

- Develop and apply a marketing and promotional plan to recruit students
- Develop marketing database and track the marketing performance of the College
- Develop and implement all other forms of marketing and business promotions
- Make direct calls to potential corporate customers to organise meeting / briefings / presentations / etc
- Track and follow up with potential customers and sponsors
- Obtain endorsements / accreditations from related organisations and professional bodies
- Organise seminars, speaking engagements, and participations in conventions, conferences, exhibitions and expos
- Assist with the design and production of relevant brochures
- Assist with website design and maintenance as well as the design and maintenance of free on-line web services and attractions to increase website hits
- Input into course design and development (particularly from customers' perspective)

You will also be expected to participate in conventions, conferences, exhibitions, other forms of marketing / business promotion activities, client relations and associated tasks.

You would have completed, or currently completing, a degree in marketing or related field. It will be advantageous if you have formal training in IT (or at least have a good working knowledge of IT/website maintenance) as well as track record in marketing or related tasks, preferably in an educational organisation.

We offer an attractive remuneration (commensurate with your experience) with on-the-job training provided as required. This is an opportunity for a young professional marketing person to accept challenges, excel and achieve a high level of job satisfaction.

If you are motivated, passionate about your work and looking for an exciting role in an excellent location, we would love to hear from you.

We are looking for someone to start ASAP, so don't miss out!

Please send your application and resume to:

Principal Executive officer
Asia Pacific International College
Level 11, 53 Walker Street, North Sydney, NSW 2060.
Email: admin@apicollege.edu.au