

Marketing Assistant Wanted - Opportunity in Sydney

The Australian Learning Group is looking for dynamic and motivated people to join our expanding team. We are a fast growing and vibrant education organisation who is committed to providing high quality education and great service to 2,000 students Australia wide.

Why work for ALG?

The Australian Learning Group has been educating Australians and International Students for over 30 years. We are passionate about high quality education, practical learning and providing our students with the skills to prepare them for their new career. We operate several accredited colleges including Australian College of Sport and Fitness, NSW School of Massage, Australian College of Dance and 4life College. We deliver nationally recognised training to over 1,400 students per year, across 4 national campuses in Sydney, Melbourne, Brisbane and Perth.



ALG is value-driven and strives to deliver great service to our clients and a supportive work environment for our staff. Our key company attributes are passion, dedication and hard work while also being supportive and a really friendly down-to earth company. We pride ourselves on our strong team spirit and positive work environment. We love our employees and as a result offer weekly free massages through our onsite NSW School of Massage and opportunities to enrol in any of our Fitness, Dance or Massage courses for free. We want to make sure you find ALG a great place to work!

About the role

This vacancy is due to growth in the marketing team resulting in a new Marketing Assistant being required. We are looking for someone who is willing and able to:

- Maintain regularly scheduled marketing tasks/campaigns i.e. email campaigns, brochure and materials printing and delivery, competitor analysis, sales campaigns, measuring the success of sales campaigns through reporting and analysis of these reports.
- Update all marketing materials on ongoing basis as requested by Marketing Manager including websites, brochures, flyers etc
- In conjunction with Marketing Manager, develop and test new marketing projects and campaigns for the group.
- Assist with the develop of new products e.g. market analysis, develop ideas for new promotion materials
- Regular reporting including monthly agent and management system reports
- Be able to develop these reports from time to time as required to deliver the most useful data for the organisation, including measuring sales key performance indicators and any other measures of success yet to be defined
- On boarding of new education agencies, including conducting reference checks, updating CRM systems and maintaining agent database
- Support the integration of a new CRM system by administering the system and cleansing then entering the data
- Ensure the delivery of international marketing collateral including educational agency support materials
- Preparation of all sales packs for various Sales Managers

The key selection criteria for this role includes:

- A keen desire to learn
- A strong interest in emerging technologies
- Strong to intermediate office suite skills
- Strong attention to detail
- Excellent verbal and written communication skills
- A strong understanding of social media
- A positive can-do attitude
- A creative flair
- A good understanding of numbers and reports

Previous experience in the following is desirable:

- Direct marketing campaigns
- Online marketing campaigns
- Business Development (advantageous)

Computer proficiency in the following is desirable:

- General database administration
- Web based applications – including Facebook, Mailchimp, Gmail, Survey Monkey etc
- Basic Photo editing tools – Photo editor
- CMS (Content Management System) Website tools – e.g. Wordpress (preferred)
- Basic graphic design (preferred)
- Basic video editing (preferred)

Why you'll love this job ...

- Enjoy the immense **job satisfaction** that goes hand in hand with this busy, multifaceted role
- **Be part of a down to earth, friendly, hardworking team** who take pride in their work
- You will have the **growth opportunities** that come with working for a successful, growing business where **75% of our leadership team** have developed in the business from Administrative roles
- You will you will have access to a **weekly massage for FREE** once you are a member of our team
- We allow you to enrol in any of our **Fitness, Dance or Massage courses for FREE** once you are a member of our team



Be a part of our Team

Our friendly team ensures a fun, inspiring and fulfilling working environment, with the emphasis on team and support. So come and join us!

If you feel that you have the required skills and knowledge to be part of our team, send your CV with a cover letter which specifically addresses each of the Key Selection Criteria to kelly.skiba@alg.edu.au. Please include your individual working rights including your current visa type and notice period in your application.