



POSITION DESCRIPTION

Position Title	Marketing Manager, Practitioner Market
Band Classification	Band 4
Department	Marketing
Location	Head Office 570 George St Sydney
Reports to	Senior Marketing Manager, Practitioner Education

The College of Law

As part of the College of Law Group that has a presence across Australia, New Zealand, Asia, England, and Wales, the College of Law is the leading school of professional practice for lawyers in Australia and New Zealand. With a proud legacy of over 100,000 alumni, the College is the largest provider of practice-focused legal education in Australasia, serving legal professionals at every stage of their careers - from aspiring lawyers to seasoned practitioners seeking to specialise or advance their skills.

Founded in New South Wales in 1974, the College has pioneered practical legal training, setting a benchmark in education that emphasises the real-world application of legal principles. Our approach goes beyond theory—providing students with the tools, experiences, and knowledge they need to thrive in a complex and ever-evolving legal landscape. Through a combination of interactive learning, expert instructors, and cutting-edge resources, we ensure that our graduates are well-prepared to meet the demands of the profession.

With a team of over 500 educators and support staff - many of whom are practicing lawyers and seasoned legal professionals - the College delivers exceptional legal education across modern facilities. Our campuses, situated in major central business districts provide students with easy access to a wide range of legal resources and industry networks. We pride ourselves on our strong, ongoing partnerships with law firms, courts, government bodies, and other key players in the legal sector, ensuring that our programs remain closely aligned with industry needs and standards.

Our commitment to quality and excellence has earned us the distinction of being a self-accrediting institution, granted by the Tertiary Education Quality and Standards Agency (TEQSA) in Australia. This accreditation underscores the College's role as a trusted authority in legal education, setting us apart as one of the few non-university providers with such recognition.

Overview of Department

The Marketing Department consists of a team of professionals working collaboratively across product communication, digital marketing, content marketing, lead generation, and nurturing. For Practitioner Education, the team manages marketing activities aimed at the Practitioner market supported by in-house designers, digital and web specialists, CRM coordinators and agency partners.

Purpose of Role

The purpose of this role is to develop and deliver marketing plans for Practitioner Education (PE) programs in the Practitioner Market across Australia, driving enrolment growth across CPD, Short Courses, Postgraduate programs and associated College brands such as CLI, Centre for ESG and International, aligned to the broader PE marketing strategy.

Primary Responsibilities

The Marketing Manager, Practitioner Market develops and delivers high-volume, multi-channel marketing activity aligned with the overall Marketing Strategy for a number of Business Units within the PE portfolio, managing competing priorities and seasonal peaks to achieve enrolment and revenue targets.

Develop and execute integrated digital, email, social and web campaigns across the portfolio.
 Drive registrations, enrolments and re-enrolments in line with acquisition and retention targets.
 Monitor and optimise campaign performance to meet commercial objectives.
 Manage and market events to help achieve enrolment targets
 Apply data insights to refine tactics and improve marketing outcomes.
 Support pipeline performance through targeted lead generation and nurture initiatives.
 Regular reporting on the success of various campaigns to key business Stakeholders

Accountabilities

Planning	<ul style="list-style-type: none"> • Translate the integrated PE marketing strategy into annual marketing plans and execute across CPD, Short Courses, Postgraduate programs and associated College brands/ business stakeholders as required.
Campaign development, advertising and promotion	<ul style="list-style-type: none"> • Develop and lead integrated campaign plans aligned to PE strategy and commercial targets. • Manage campaign priorities and resource allocation across peak periods, ensuring critical deadlines are met during high-volume enrolment cycles. • Translate strategic objectives into channel plans across email, paid media, social and web. • Brief and oversee asset production in collaboration with the Marketing Coordinator, in-house designers and channel specialists. • Manage timelines and performance to meet enrolment and revenue targets. • Monitor full-funnel results and optimise activity to improve lead generation and conversion. Create regular reporting to inform business stakeholders. • Ensure compliance with College brand and regulatory requirements.
Stakeholder Engagement	<ul style="list-style-type: none"> • Act as the primary marketing contact for assigned PE programs and any associated College brands. • Partner with Executive Directors, Commercial Leads and Academic stakeholders to align campaign priorities and messaging. • Provide clear reporting on campaign progress and performance outcomes.
Sponsorships	<ul style="list-style-type: none"> • Develop event-specific marketing plans aligned to the PE sponsorship strategy. • Co-ordinate delivery of all sponsorship materials including collateral, digital assets,

	<p>landing pages, follow-up communications and merchandise.</p> <ul style="list-style-type: none"> • Manage timelines to ensure all entitlements are delivered accurately and on schedule. • Support pre- and post-event communications to maximise engagement and lead capture. • Track event outcomes and contribute to ROI analysis and recommendations.
Social media, website and content marketing	<ul style="list-style-type: none"> • Develop event-specific marketing plans aligned to the PE sponsorship strategy. • Co-ordinate delivery of all sponsorship materials including collateral, digital assets, landing pages, follow-up communications and merchandise. • Manage timelines to ensure all entitlements are delivered accurately and on schedule. • Support pre- and post-event communications to maximise engagement and lead capture. • Track event outcomes and contribute to ROI analysis and recommendations.
Market research and analysis	<ul style="list-style-type: none"> • Maintain competitor tracking and provide insights to inform campaign planning. • Lead tactical market research activities to support product positioning and campaign development. • Analyse enrolment and campaign data to identify trends, risks and growth opportunities. • Provide performance insights and recommendations to the Senior Marketing Manager and BU stakeholders.

Core Accountability Allocation

It is expected that the core role accountabilities will generally be distributed as outlined below:

- CPD & short courses – 3 days
- CLI, ESG and International Business Units– 2 days

The above is subject to change in line with business needs on a weekly basis.

Experience, Skills and Attributes

Essential

- Tertiary qualification in marketing, communications, business or related discipline.
- Demonstrated experience developing and delivering integrated marketing plans aligned to commercial targets.
- Strong capability in digital marketing execution, reporting and optimisation across email, paid media, social, search and web.
- Demonstrated ability to manage high-volume campaign activity in a fast-paced seasonal environment.
- Strong prioritisation skills with the ability to manage seasonal workload peaks.
- Experience using multi-channel marketing to drive lead generation and conversion outcomes.
- Strong analytical skills and data-driven decision-making capability.
- Excellent written and verbal communication skills.



- Strong organisational and stakeholder management skills.
- Proficiency in MS Office and marketing platforms and tools such as Marketo, HubSpot, Salesforce CRM, Optimisely and Google Analytics.

Desirable

- Knowledge of the legal market or education marketing

Position specific competencies

Company/Business Perspective

Considers the needs and objectives of the business as a whole and is able to focus on priorities beyond his or her own or those of the immediate group.

Development of Self and Others

Demonstrates flexibility in actively seeking to learn new skills and jobs and willingly sharing knowledge and skill with others.

Grasp of Situation

Diligently seeks both reliable data and information from others to reach conclusions and makes decisions on a broad basis of facts and confirmed patterns and trends.

Persistence

Demonstrates discipline in maintaining procedures, standards and schedules until they are improved or discontinued.

Problem Solving

Goes beyond temporary fixes and seeks to grasp what is actually happening with problems, find their causes and prevent the problems from reoccurring.

Process Management

Monitors performance data and visual indicators and uses systematic problem response to control process functioning and assure targeted results.

Behaviour Anchors

The six behaviour anchors underpin the values and behaviours expected of employees of the College

1. Growth and Customer Focus

Recognises that we need to think different in order to grow. Does a superb job for our customers every day in quality, delivery, value & technology. Understands the needs of the organisation and

its customers (internal and external) and undertakes to provide a sound level of service, treating the customer with respect. Has the courage to say 'no'. Interacts with the best interests of the organisation in mind. Supports the vision for growth (end state and how to get there) and works well with others to achieve the end state.

2. Achieves Results

Takes accountability for the achievement of great results. Translates The College's requirements into action. Comfortable in accepting accountability for self. Displays determination to undertake and complete activities. Employee displays adaptability and resilience to complete activities. Motivated and displays initiative. Results focused.

3. Find better ways

Optimises key processes by finding better ways to do things, more efficiently and more effectively in cooperation with others. Is able to recognise where improved performance is required. Is able to communicate why improved performance is required. Demonstrates the ability to plan for improvements. Is able to participate in the design and development of solutions to close any performance gaps. Is able to implement and evaluate the results.

4. College-wide mindset

Views work and opinions from all relevant perspectives and sees The College as an integrated body. Understands when a "best for College" decision needs to be made and supports this. Works against 'silo' thinking and behaviour. Clearly articulates issues. Actively listens. Careful and considered in the use of language and tone.

5. Teaching, Technical and Functional expertise

Being capable and effective in own area of expertise. Employee holds the necessary qualifications in their field. Employee has necessary level of experience and demonstrated competency to operate in their field. Employee is dependable and responsible. Transacts work activity in an ethical, professional and legal manner. Encouraging and supportive.

6. Teamwork

Interacts and collaborates with others to build good, working relationships across The College. Works effectively as a team member supporting their role in the team and other team members. Encourages a greater sense of trust between team members. Is able to identify and work with the team to remove or overcome barriers to the team functioning effectively. Encourages good behaviours and has the ability to recognise where improved performance is required. Recognises that people have different values and opinions which individuals have a right to hold. Is self-aware of the impact of own actions.
