



POSITION DESCRIPTION

Position Title	Marketing Coordinator, Practitioner Education
Band & classification	Band 3
Department	Marketing
Location	Sydney CBD
Reports to	Senior Marketing Manager, Practitioner Education
Supervision responsibilities	N/A

Overview of the College of Law

The College of Law is the school of professional practice for lawyers in Australia and New Zealand. We are the largest provider of practice-focused legal education in Australasia. Our mission is to deliver innovative, practice-focused and flexible education and training to enhance the careers of professionals in the legal services industry.

More than 100,000 of our graduates work across all facets of the legal profession. Most lawyers in Australia and New Zealand today start their career with us, undertaking their practical legal training to prepare for admission to practice. We then support lawyers in their careers through continuing professional development (CPD), Short Courses and Postgraduate Programs.

Overview of Department

The Marketing Department consists of 13 professionals working collaboratively across product communication, digital marketing, content marketing, lead generation, and nurturing. For Practitioner Education, the team manages marketing activities for postgraduate programs CPD and short courses, supported by in-house designers, web specialists, CRM coordinators, and agency partners.

Job Description:

The Marketing Coordinator (Practitioner Education) is responsible for the coordination of marketing of a range of programs in the practitioner education market across Australia.

- Implement digital, social, email, and website campaigns with internal stakeholders and external agencies
- Drive marketing strategies to boost registrations, enrolments, and re-enrolments for our practitioner education products to meet acquisition, retention targets and overall business objectives.
- Analyse marketing performance and plan marketing activities to meet acquisition

and retention targets and business objectives.

- Analyse marketing data to deliver insightful reports on performance, to recommend strategic adjustments for improved marketing strategies and decision-making.
- Support sales funnel initiatives by coordinating marketing activities that drive lead generation, nurture prospects, and improve enrolments.

Primary Responsibilities

Under the supervision of the Senior Marketing Manager, Practitioner Education and liaising with the Commercial Leads and Customer Engagement Lead, undertake the following activities:

Planning -

Assist in the development of marketing plans through data analysis and insights for selected practitioner education programs.

Collateral development and coordination -

- Create and produce website and social content, digital flyers, brochures and course guides, liaising with the graphic designer and web specialist
- Manage advertising campaign to optimise performance
- Develop campaigns and marketing materials for sponsored events
- Support content marketing initiatives by drafting and coordinating the production of content assets (e.g., articles, EDM content, landing pages) and lead magnets (e.g., guides, checklists, webinars) to drive lead generation and nurture.
- Coordinate the planning, filming, scripting and production of video assets (e.g., product promotion videos, student and graduation stories), liaising with internal stakeholders and external suppliers as required.

Marketing communications -

- Manage email marketing, including targeted campaigns and automation journeys
- Create and schedule social media content.
- Maintain and enhance website content and customer journeys
- Support SEO activities, including basic keyword research, on-page updates and content optimisation, with an interest in emerging AI-assisted search and content tools (training provided).

KNOWLEDGE/EXPERIENCE

Essential

- Degree or qualification in marketing or communications.
- Proactive and creative, with problem-solving skills and the ability to take initiative in a fast-paced, collaborative environment.
- A fast learner who is adaptable and comfortable picking up new tools, processes, and ways of working.
- High attention to detail, with excellent written and verbal communication skills.
- Highly organised and skilled at managing multiple tasks, deadlines, and competing priorities.

- Demonstrated success in planning and delivering digital, email, content, and social media marketing campaigns.
- Customer-focused copywriting and content development skills.
- Confident stakeholder engagement and relationship management.
- Proficient in marketing technologies such as Marketo, Hubspot, Optimisely, Salesforce CRM, Google Analytics, or similar platforms.

Desirable

- Knowledge of the legal market or education marketing
- Exposure to AI tools for marketing (e.g., using AI to support research, draft copy variations, or improve content), with a willingness to learn and apply AI responsibly.
- Exposure to video content production (planning, scripting, coordinating shoots, or basic editing) is an advantage but not essential.