



Job Opportunity for Marketing personnel

Marketing Officer at ALACC Health College Australia:

Join Our Team!

A Qualified Marketing Professional with Social Media Expertise

Location: 189 Plenty Road, Preston, 3072 Melbourne Victoria.

Organisation: ALACC Health College Australia

Are you passionate about marketing, with technology, and making a real difference in education? ALACC Health College Australia is seeking a dynamic and creative Marketing Professional to join our team! We are a leading provider of Aged Care, Health, and Community courses, with a vibrant international student community.

Key Responsibilities:

- Follow ALACC Marketing policy and develop and implement innovative marketing strategies to attract local and international students.
- Manage and grow our digital presence across social media platforms (Facebook, Instagram, LinkedIn, etc.).
- Update changes in information on ALACC website (WordPress)
- Create engaging content (graphics, videos, posts) to promote our courses and college activities.
- Analyse digital marketing performance and provide actionable insights.
- Collaborate with the admissions and academic teams to deliver effective marketing campaigns.
- Maintain and update the college website and digital assets.

Essential Skills & Experience:

- Demonstrated knowledge and experience in marketing, preferably in the education or VET sector.
- Good IT skills, including proficiency in digital marketing tools, website management, and analytics.
- Graphics Design experience using Adobe Photoshop, Adobe Indesign, or any other graphics designing application experience will be considered.
- Outstanding written and verbal communication skills.
- Strong knowledge of social media trends and best practices.
- Ability to work independently and as part of a collaborative team.
- Creative thinker with attention to detail.

Why Join ALACC?

- Be part of a mission-driven team raising the standard of Aged Care education.
- Opportunity to make a positive impact in the community and education sector.
- Supportive and inclusive workplace culture.
- Competitive salary and professional development opportunities.



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Ready to make your mark?

Send your CV and a cover letter outlining your experience and why you're the perfect fit to:

Email: @janet@alacchealth.edu.au

Address: 189 Plenty Road, Preston, 3072

Phone: 0404000993

Early applications encouraged!

To Apply:

- Please send your CV and cover letter addressing the key criteria to [insert application email/contact details, qualifications, professional development].
- ALACC Health College Australia is an equal opportunity employer. We encourage applications from all backgrounds. We encourage Aboriginal and Torres Strait Islander applicants to apply for the position.
- If you consider yourself a Disallowed individual, please do not apply for the position.

I appreciate your interest in applying for the position.

**Dr Janet Lawrence – D.Ed., FACN,
CEO/Director of Studies**