

HIJ International College

Marketing Plan 2016





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Executive Summary

HIJ International College Pty Ltd (HIJ International College) is a privately owned company operating as a Registered Training Organisation located in Melbourne, Victoria. HIJ International College has been operating since 2000 and offers courses to local and international students. The college is registered in the Commonwealth Register of Institutions and Courses for Overseas Students (CRICOS). After operating in the industry for almost two decades, HIJ International College has already earned substantial revenues of \$1,234,567 in year 2015, indicating the business's sustainability and profitability.

Business Expansion Plans

As a consistent provider for local and international students offering quality education and vocational training for almost 20 years, the Managing Director, Mr. Educator, recognises the growth potential of HIJ International College. With the college's affordable fee structure and nationally recognised qualifications, the school is deemed to be a strong competitor in the industry. It is for this reason that Mr. Educator plans to improve enrolment statistics and the school's educational standards by participating in marketing campaigns. The school is a 12-acre campus at 1234 HIJ Street, Melbourne VIC 3000. Within the next 12 months, HIJ International College's director plans to engage in onshore campaigns, meet with key stakeholders and clients, conduct educational tours and revamp the school's applied marketing strategy. With this, Mr. Educator intends to hire a full-time Marketing Specialist who will manage all efforts exerted into the marketing operations of the school to ensure the success of the campaign.

Market Analysis

Mr. Educator understands that the technical and vocational education and training industry has undergone significant changes to its structure. The Federal Government has increased grants to the industry under the National Partnership Agreement on Skills Reform and pushed for state governments to reform their vocational education and training (VET) markets. A government shift from funding only state-run TAFEs to offering funding for providers based on student demand in some jurisdictions has led to an increase in the number of private providers in the industry. Overall, industry revenue is forecast to increase at an annualised 3% over the five years.

Over the next five years, the industry's performance will be driven by an upswing in the number of foreign students studying at VET providers and by reforms to address skills shortages. The HIJ International College director recognise the continued trend of upskilling will drive domestic enrolments. However, TAFE institutions are anticipated to face intensifying competition from universities and other higher education providers as students' preference for higher qualifications grows. Industry revenue is expected to grow at an annualised 2.2% over the five years through 2020–2021, indicating a potential growth for the college.

Objectives

The director of HIJ International College has identified the following objectives to ensure the success of the school's marketing efforts and aid in strengthening the sustainability of the college.

- To effectively execute marketing campaigns such as social media, radio and television broadcasts and advertisements to establish the school's presence
- To successfully plan and host educational marketing campaigns for recruitment
- To efficiently launch and participate in sponsorship programs and onshore events to encourage local and international clients
- To effectively communicate business objectives to target markets
- To promote strong and reliable company reputation in the industry
- To expand niche market and identify new markets for the company's academic services
- To increase overall business revenue by 30% in every succeeding financial year
- To accomplish financial long-term profitability and sustainability in the industry



Marketing Strategy

The Marketing Specialist, together with the Marketing Manager, will create marketing strategies for the promotion of HIJ International College. This will allow HIJ International College to gain leaps and bounds of competitive advantage in the market and ensure the public awareness of HIJ International College's services.

Mr. Educator acknowledges that creating marketing strategies is a tedious task and requires knowledgeable and versatile individuals who understand the market trends and behaviour. To ensure efficient and successful implementation, marketing strategies must be directed to a stable clientele base and the future sustainability of the company. This said, the Marketing Specialist, in coordination with the Marketing Manager, will be required to implement marketing campaigns and liaise with the company's clients and prospective markets. The Marketing Specialist will cultivate and preserve these relationships to ensure trust between HIJ International College and their potential clients.

The primary focus in advertising HIJ International College is to increase public awareness regarding the institute's existence and quality educational services through mass communication such as the print media, trade publications, the Internet and referrals.

Following are brand promotion strategies that the Marketing Specialist, in consultation with the Marketing Manager and director, will employ:

Content strategy

Based on studies, 5.4 hours a day are spent reading content created by peers. Testimonies and success stories influence potential clients and instigate the utilisation of services rendered by the said success stories. HIJ International College has been utilising this strategy and requires a versatile Marketing Specialist to target different age groups and cultures. Content strategy includes writing blogs and publishing articles through newsletters, magazines, pamphlets and brochures which will provide clients with relevant academic news and information. This will further give the market a reason to check the school website and the courses the school offers. The Marketing Manager and Marketing Specialist will also write contents with specific keywords for blog posts that will provide solutions to students' educational concerns and enquiries. To be effective in communicating the company brand, the marketing team will ensure that all contents educate and entertain the target audience, while providing a call-to-action at the end of the posts. Lastly, the marketing team will be active in the online community, answering questions promptly and providing useful information they need before they apply.

Digital media strategy

The prevalence of the digital media has made social media and other digital platforms an effective marketing mix for the promotion of the company brand in the fastest time possible at the lowest costs.

Utilising social media channels

The Marketing Specialist, alongside the Marketing Manager, also aims to give HIJ International College a highly active presence by being active in social media channels that are usually visited by the school's target market. This will serve as a convenient communication alternative for interested enrollees as well as a less intimidating means of reaching out to potential students. By maintaining an active online presence, HIJ International College is presented as a student-friendly school that values diversity and new generation practices.



Improving the school website

A cutting-edge and well-designed website is essential in the modern and competitive school sector. As HIJ International College caters to international students looking to study in Australia, the Marketing Specialist deems it necessary for the school to improve the website which will serve as its central content hub. Apart from hosting all pertinent information about the school, the website will be responsive and search engine optimised for added exposure. Through dynamic content in the form of news, blog posts and updates, HIJ International College can continually engage and attract new online visitors and convert them into leads. The website will also have interactive features that are meant to entertain and inform readers about the school's unique culture. Success in these areas will lead to better enrolment statistics and further ensure the business's sustainability.

Creating podcasts

Podcasts are a great way of showing students what it's really like in HIJ International College. Interviews with students and staff reveals the enthusiasm, skills and personality of the community. Podcasts, whether run by students, staff or even outside content creators, can showcase so many aspects of the school community. Podcasts will provide a true reflection of the everyday life at HIJ International College.

Search engine optimisation (SEO)

The marketing team will conduct an SEO audit in order to determine how much the school website will be visible on search engines. SEO audit will provide the team with the information necessary to create the strategy for SEO success in a report format. The goal is to match user searches with relevant web pages in order to be listed in the top positions and pages of the search engines. The marketing team will ensure that contents in the school website are themed and written for users in the right way, so as to attract visitors but not violate search engine guidelines. After the research is completed, the marketing team, with the help of the Multimedia Specialist, will integrate the best keyword phrases into the HTML structure of the website. From then on, the aim will be to get the school website found or indexed, and market the sites over time to build links and trust for HIJ International College.

Scheduled educational tours

A tour is typically the first opportunity prospective where students have to interact with the school and it can also be the most influential factor in selecting the school. Scheduling tours for interested students enables the staff to feature a variety of classroom activities, including academics, creativity and technology. The tour can also be a good opportunity for the school to showcase the benefits and unique advantages to studying at HIJ International College.

Events

The Marketing Specialist will plan and organise events for certain holidays or festivities for prospective markets to enjoy and share their stories with others. This creates marketing opportunities for HIJ International College. This is a marketing strategy that works in ways to establish a solid clientele base and further extend the market reach of the institution's academic brand.

Experimenting with new channels and platforms

The Marketing Specialist will have to experiment on different channels and platforms to market HIJ International College. This requires a lot of research on social trends and other mainstream platforms. Through experimenting on different channels and platforms to market the business, HIJ International College will be able to show its versatility and adaptability.



Customer/student interaction

One of the marketing strategies the Marketing Specialist will be implementing is interacting with students and other clients. Interaction with students and clients personalises the relationship between the business and its stakeholders. The Marketing Specialist will have to be versatile when it comes to client interaction as it requires an understanding of interpersonal relations. As HIJ International College caters mostly to international clients, it is also imperative for the Marketing Specialist to be fluent not just in English, but in other languages as well.

Utilising word-of-mouth marketing

Word-of-mouth marketing has been identified as the most valuable form of marketing — the one that clients trust above all others and the one that is most likely to drive sales. According to Nielsen, 92% of consumers believe recommendations from friends and family over all forms of advertising. Word-of-mouth will serve as testimonials of the quality service offered at HIJ International College from students enrolled and/or who graduated from the institution.

Creating marketing partnerships

Marketing partnerships are effective strategies that assist in the marketing of the business. Collaborating with the government sector, private organisations, other partners companies and other businesses benefits both parties as it delivers better content. HIJ International College has collaborated with other companies on different events and has been proven to be successful; as awareness of the company and its activities has generated interested clients.

Customer/student assistance

Customer assistance is an important aspect in establishing a stable clientele. Assisting and seeking solutions for problems students experienced will directly create a trust between the business and its stakeholders. This enables the potential of referrals to be highly feasible.

Collaboration with influencers

Collaborating with key influencers is another way to gain new audience and extend brand awareness. The Marketing Specialist will collaborate with top influencers in different industries to generate awareness to their specific market. Top influencers may come from different industries such as universities, sports brands, restaurants, and other businesses and establishments. By collaborating with these top influencers, students who are interested in such industries will be aware of the courses offered at HIJ International College and allow them to avail or refer these services to colleagues, friends, and family.

These marketing strategies are some of the plans the Marketing Specialist will establish, together with the Marketing Manager, to generate awareness and understanding of HIJ International College's activities and services.



Marketing Milestones

The following table indicates HIJ International College's marketing milestone for the entire year of 2016 and shows a busy schedule for both the Marketing Specialist and Marketing Manager as these personnel will have to manage and ensure these events go through as planned:

Milestones	Time of accomplishment	Details
1st Quarter		
Recruitment of Marketing Specialist	January 2016	The director will employ a full-time Marketing Specialist who has the skills, years of experience and expertise in managing the marketing mix for HIJ International College
Marketing Specialist to contact all clients and key stakeholders	January–March 2016	This milestone indicates the induction of the candidate as the Marketing Specialist
Marketing Specialist to plan onshore campaigns	February–March 2016	This task will involve contacting all clients and inform them of upcoming events, updates, and other marketing related information
Marketing Specialist to plan, schedule and conduct educational tours	March 2016	This task involve planning and coordinating scheduled educational tours to interested students; the Marketing Specialist may conduct the tour herself to feature the school's strengths and benefits to the market
Marketing Specialist to review current e-marketing platforms such as social media	March 2016	The Marketing Specialist review e-marketing platforms and ensure that they are of standards
2nd Quarter		
Recruitment of Marketing Manager	April 2016	The director will employ a new Marketing Manager who will take over the vacated position and who will oversee the entire marketing campaigns; the Marketing Specialist will work directly under the Marketing Manager and will work alongside to strengthen the marketing mix
Marketing Specialist to make a detailed report of all marketing campaign progress to the Marketing Manager	April 2016	All marketing plans, activities and outcomes will be properly documented and evaluated. The reports will be given to the Marketing Manager for updates, analysis and improvements and/or changes as necessary



<p>Marketing Manager to plan and develop additional marketing campaigns with the assistance of the Marketing Specialist</p>	<p>May 2016</p>	<p>According to the discretion of the Marketing Manager, the person will plan and develop additional marketing campaigns that will improve the company's sales profit and enrolment rates</p>
<p>Marketing Manager and Marketing Specialist to initiate digital media campaign</p>	<p>May-June 2016</p>	<p>The Marketing Specialist, under the supervision of the Marketing Manager, will work with the Multimedia Specialist to create social media accounts and update the school websites; this will mark the beginning of the school's digital media campaign, mainly focusing on social media</p>
<p>Marketing Manager and Marketing Specialist to contact student clubs, arrange meetings, seminars and sponsorship activities</p>	<p>May-June 2016</p>	<p>The Marketing Specialist will ensure to arrange meetings with student clubs to organise seminars and sponsorship activities for the awareness of the business's activities and services.</p>
<p>3rd Quarter</p>		
<p>Marketing Manager, with the assistance of the Marketing Specialist, to conduct research and review the institutions' pricing scheme</p>	<p>July 2016</p>	<p>Pricing strategy is an important approach for HIJ International College to ensure that the company provides competitive prices to its clients; the Marketing Manager and Marketing specialist will evaluate the pricing scheme of the company and contrast it to the overall costs, sales, profits, and student feedback on the quality of education; a detailed report will be provided and discussed with the director</p>
<p>Marketing Specialist to contact third party organisations and partner education establishments</p>	<p>August 2016</p>	<p>The Marketing Specialist, together with the Marketing Manager, will contact stakeholders to create and/or strengthen links with significant organisations from the government, private, and third-party sectors</p>
<p>Marketing Manager to conduct client presentation to significant organisations, board of trustees, and other third party establishments</p>	<p>July-September 2016</p>	<p>The Marketing Manager, with the assistance of the Marketing Specialist, will conduct client presentations to stakeholders to promote the services at HIJ</p>



		International College and establish reliable links and networks that will enhance the sustainability of the business
4th Quarter		
Marketing Manager and Marketing Specialist to review and evaluate all marketing mix in relation to company sales	October 2016	The Marketing Specialist, together with the Marketing Manager, will review and evaluate all marketing campaigns executed; and compare the results against the overall costs, company sales within the period, and customer/student feedback on the quality of services
Marketing Manager and Marketing Specialist will plan for the next phase of marketing campaigns for the next year	November–December 2016	The Marketing Manager and Marketing Specialist will plan in advance the marketing mix for the next year and make budget proposals and activity timelines per quarter of 2017.
Marketing Manager will develop business to business marketing opportunities for the next financial year	November–December 2016	The Marketing Manager, with the assistance of the Marketing Specialist, will create a new roster of prospective

Personnel Plan

Mr. Educator understands that the technical and vocational education and training industry has undergone a dynamic change over the past years. State governments have introduced funding structures based on student demand, which has encouraged the entry of many private training organisations. Overall, industry profit has increased due to a rise in the number of private VET providers. With this, the industry faces a tough competition among other vocational education providers within the industry. Additionally, HIJ International College is also subject to external competition from universities and other higher educational institution in Melbourne. Given the competitive landscape of the industry, the establishment of a reliable clientele base for HIJ International College is very crucial for the sustainability of the business in the industry. This task requires extensive marketing, communication and research for HIJ International College’s personnel to achieve this goal. Moreover, Mr. Educator plans to develop new strategies and establish new relationships, in addition to providing variety and quality courses and facilities, to obtain sustainability and success.

With the vision of making HIJ International College a college of choice for both international and local students, Mr. Educator deems it necessary to employ Mr. Nominee Wang as a full-time Marketing Specialist for HIJ International College. The sponsored Marketing Specialist’s primary role is to help the Marketing Manager oversee marketing campaigns, and develop, execute and monitor marketing plans, providing direction and advice on how to best reach the target market. He will perform duties ranging from market analysis to coordination of marketing events like trade shows. Most importantly, the full-time Marketing Specialist will work on advertising, social network marketing, website management, customer surveys, and marketing materials production management.

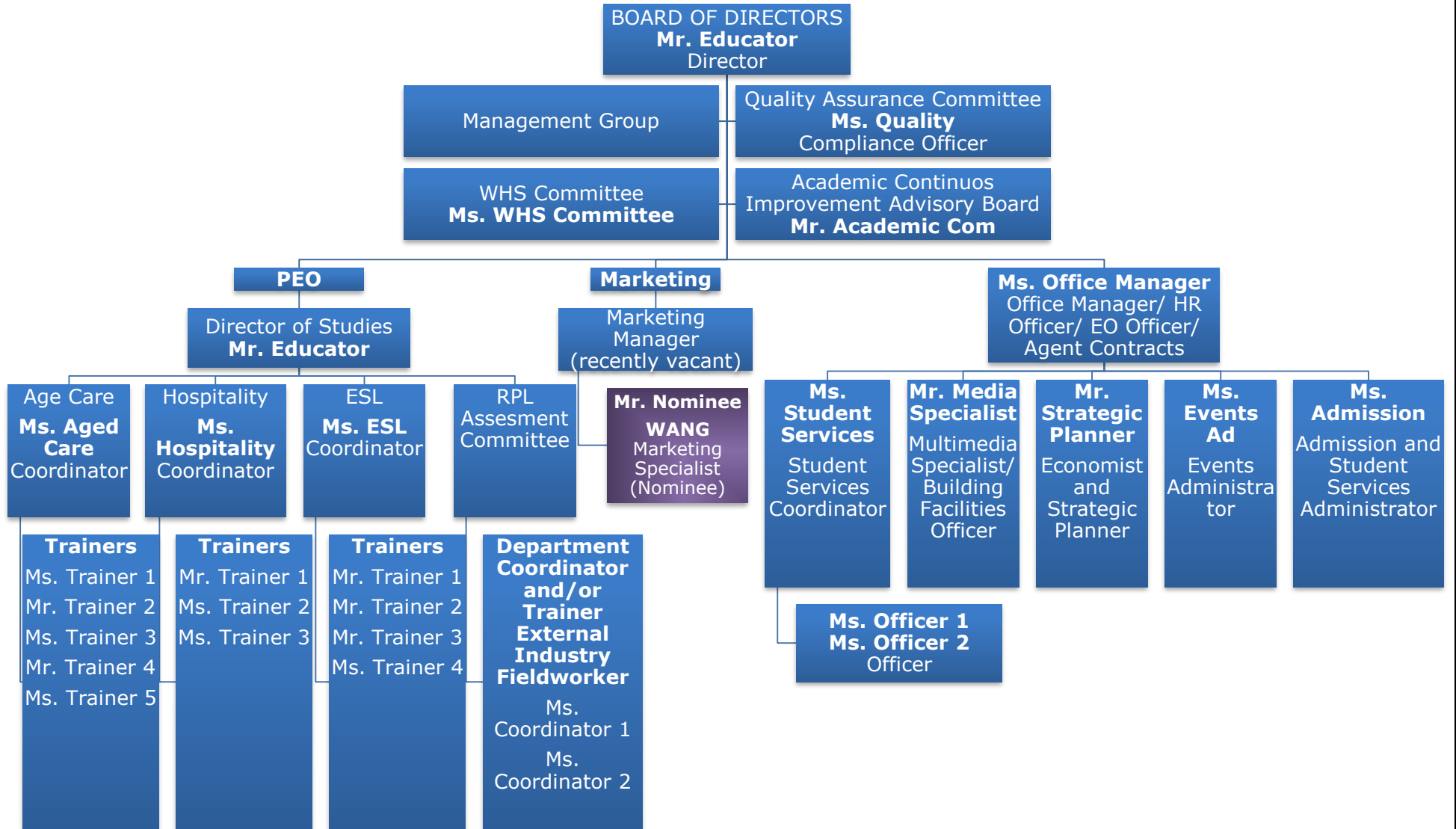


However, with the recent resignation of Mr. John Bang last July 2015 from the Marketing Manager position, Mr. Educator is faced with business dilemmas on how to implement the marketing operations for HIJ International College, as the current manpower of the company is insufficient to perform the aforementioned function. Thus, it is only imperative for Mr. Educator to hire a full-time Marketing Specialist who would take over the marketing activities while the company is still in the process of finding the most qualified person to occupy the vacated position of Marketing Manager. Mr. Educator recognises that the employment of a Marketing Specialist in the marketing team will strengthen the marketing mix of HIJ International College, especially once a new Marketing Manager is hired. Given the high level of competition in the education sector, Mr. Educator requires a marketing team that will assist the business manoeuvre with ease in the market and promote the education brand of the institute to target markets. With a strong marketing strategy and marketing team to execute the marketing plans, Mr. Educator foresees an improved sales turnover and profit for HIJ International College in 2016 and beyond.

Mr. Educator has recognised the great potential of Mr. Wang in the field of marketing. Without Mr. Wang's skills and expertise, the marketing operations of HIJ International College would be gravely affected and the probability for success in such a competitive market would be reduced significantly.

The chart on the next page details the organisational structure of HIJ International College, with the nominated position in purple gradient:

Chart: Organisational Structure



Position Description

Marketing Manager

The Marketing Manager of HIJ International College's Marketing Manager will be responsible in managing the entire marketing, and promotional staff and activities. Additionally, the Marketing Manager will plan and implement effective strategies to measure, enhance, and enrich HIJ International College's position and image in Australia and the international market as a whole.

Key accountabilities and key performance indicators

Market research

- Prepares the marketing strategies alongside other company executives and the marketing staff
- Expands service solutions and offerings of HIJ International College as a whole
- Analyses market trends and recommends changes to marketing and business development strategies based on analysis and feedback on the industry trends in Australia and overseas
- Gathers and analyses customer insights conducted through surveys
- Leads all areas of content generation and production across all media platforms

KPI: The Marketing Manager will report to the director on the current market trends in Australia and overseas, as well as the company's monthly performance.

Marketing management

- Develops and leads HIJ International College's marketing team that will develop and execute new concepts, business models, channels and partners to position business as innovator and leader
- Oversees the designs of print ads and publications for the company
- Plans marketing and branding objectives for the company together with the marketing team
- Oversees the creation and delivery of press releases, advertisements, and other marketing materials for HIJ International College
- Ensures that brand messages are consistent for the company's entire marketing campaigns
- Nurtures and enriches all external perceptions of the company and growth of market share
- Deepens relationships with all media to ensure the most effective messaging and positioning of the organisation
- Takes calculated risks for HIJ International College based on data-driven analytics

KPI: The Marketing Manager will report to the director the estimated cost and progress of the monthly marketing strategies for HIJ International College. Sales growth will also be measured quarterly to ensure efficiency of the company's marketing strategies.

Financial management

- Provides information and support for the preparation of financial reports and budgets for HIJ International College's entire marketing budget
- Prepares and adheres to budgets for HIJ International College's marketing strategies
- Collaborates with sales and sourcing to develop strategic partnership activities and implement the execution framework and strategic plan on identified opportunities for the company

KPI: The Marketing Manager will measure performance against HIJ International College's annual budget predictions.



Personal Requirements:

- Bachelor's degree in commerce or business
- Managerial and supervisory skills
- Relevant experience in the field of marketing and public relations
- Strong background experience in sales and marketing
- Excellent verbal, interpersonal and negotiation skills in English and preferably other languages
- Good network and connection in the international trade industry, i.e., Asian market
- Marketing experience in the international trade industry, e.g., Asian market
- Creativity and versatility

Marketing Specialist

The Marketing Specialist will help oversee appropriate marketing campaigns along with the Marketing Manager. The Marketing Specialist will utilise tools necessary to develop, execute and monitor marketing plans, providing direction and advice about how to best reach a target market. Though the Marketing Specialist may overlap his duties with the Marketing Manager, the Marketing Specialist will usually focus more on a singular task at one time rather than multiple tasks. Working in a supportive role, the Marketing Specialist will perform duties ranging from market analysis to coordination of marketing events like trade shows. The sponsored Marketing Specialist will work under the supervision of the Marketing Manager to accomplish marketing goals.

Key accountabilities and key performance indicators

Market study

- Commissions and undertakes market research to identify market opportunities
- Liaises with the Marketing Manager to ascertain the business objectives and what needs to be achieved
- Identifies and analyses the strengths and weaknesses of HIJ International College in comparison with industry demands
- Analyses and interprets published resource data and statistics regarding student demands and educational preferences
- Conducts in-depth data analyses using traditional and advanced methods
- Authors reports containing actionable recommendations
- Makes presentations and recommendations to the Marketing Manager and director
- Plans, designs, implements, controls, analyses and reports on the information gathered
- Checks market variances regularly
- Produces campaign analytics reports as required
- Interprets and predicts current and future consumer trends
- Analyses data regarding consumer patterns and preferences

KPI: The Marketing Specialist will conduct a comprehensive report on the market variances and the educational preferences of the target consumers and discuss with the Marketing Manager any marketing opportunities for HIJ International College on a regular basis.

Marketing promotion/coordination

- Participates and contributes to planning of marketing activities to help achieve company goals
- Executes day-to-day delivery of email marketing campaigns, product literature, invitations, and event and other promotional materials
- Assists the Marketing Manager in preparing and managing timelines for marketing projects
- Plans, develops and organises advertising policies and campaigns to support sales objectives
- Coordinates production of specific advertising campaigns involving specialised activities such as artwork copywriting, media scripting television and film production, and media placement within time and budget constraints
- Manages website through content management system
- Calls through lists to announce events to third party organisations as needed



- Works with the Marketing Manager in developing good marketing techniques and strategies
- Develops and implements appropriate marketing strategies by selecting, segmenting, targeting markets
- Instils a market-led operation procedure throughout all marketing campaigns
- Assists in developing a customer interface that will manage company reputation and customer service issues
- Creates marketing campaigns, writes creative briefs for specific marketing projects and develops new innovative ways to communicate the company goals of HIJ International College
- Utilises social networking sites (e.g., Facebook, Twitter) to build client relationships and maximise brand promotion
- Ensures that marketing campaigns are developed and delivered within budget and time constraints
- Evaluates the effectiveness of all marketing strategies in relation to company sales growth together with the Marketing Manager
- Attends specific industry events and marketing trade shows, as directed by the Marketing Manager
- Advises on all elements of marketing such as product mix pricing, advertising and sales promotion, selling and distribution channels

KPI: The Marketing Specialist will make an intensive account of all the costs and productivity of all marketing campaigns undertaken in relation to the profits and sales of specific time period monthly. The Marketing Specialist will then report and discuss with the Marketing Manager all areas for improvement regularly.

Client relations

- Establishes reliable networks and links with a wide array of stakeholders including students, suppliers and other partner organisations
- Coordinates with client/student support team in enhancing student service procedures, policies and standards
- Establishes a feedback and complaint system that will address students' enquiries and issues promptly

KPI: The Marketing Specialist will collate, analyse and interpret student and client complaints and feedbacks and make a comprehensive report detailing the positive and negative aspects of the schools' enrolment and administrative systems on a regular basis.

Financial budgeting and sales assistance

- Coordinates with the Marketing Manager and accounting team in determining sales and marketing budget
- Plans and directs marketing strategies that will increase profit margin in existing streams
- Assists in the preparation of financial reports and budgets for HIJ International College

KPI: The Marketing Specialist will evaluate financial sales monthly in relation to every marketing campaign and make a detailed report to the Marketing Manager. Furthermore, the Marketing Specialist will compare project costs with annual budget predictions.



Personal requirements

- Strong understanding of sales and marketing
- Excellent communication, sales and customer service skills
- Strong interpersonal and analytical skills
- Ability to adapt to a wide variety of environments and cultures
- Highly skilled in search engine operations (i.e., internet) and proficient in software programs utilising spread sheets, presentations, and other reports
- Able to analyse and interpret information
- Creative
- Good organisational skills
- Able to work independently or as part of a team

Multimedia Specialist

The Multimedia Specialist incorporates advanced multimedia technology such as graphic design, multimedia authoring, site-oriented web development (e.g., page design, media integration), advance publishing, digital video acquisition and production, professional media acquisition, and/or two- or three-dimensional animation and visualisation. **The Multimedia Specialist works in a separate department and is not part of the marketing team; albeit the marketing team may coordinate with the Multimedia Specialist for multimedia assistance such as social media account set-up, media acquisition, and school website development.**

Key accountabilities and key performance indicators

Digital media acquisition and production

- Records faculty lectures in audio and video formats
- Records campus events in audio and video formats for online students as requested
- Develops interactive multimedia presentations, motion graphics and visual effects using Photoshop, Illustrator, Flash, Encore, Soundbooth, and other digital applications
- Edits video and audio recordings
- Processes and distributes multi-media to appropriate individuals and channels
- Supports pre-production, production and post-video production for online, DVD, lecture capture, and other academic digital media content
- Coordinates with staff to define problem, determine data availability, report requirements, and resolve system design problems
- Collates all academic media outputs, and sort and store them in categories to provide easy access to HIJ International College faculty and staff

KPI: The Multimedia Specialist will report to the Office Manager on the available academic media outputs accessible to students. Then the Office Manager will evaluate the Multimedia Specialist on a quarterly basis based on his ability to organise and arrange the academic media outputs of HIJ International College.

Multimedia management

- Analyses detail systems factors, including input and output requirements, information flow, hardware and software requirements, and reliability characteristics
- Maintains current knowledge of relevant technologies as assigned
- Logs workflow of audio-visual needs
- Backs up the administration of multi-media servers
- Provides faculty, staff and student with multi-media tools
- Assists with ITV or other Distance Technology work and training
- Manages digital media data
- Writes or updates software specifications
- Analyses and evaluates existing or proposed systems and designs complex computer systems to process data



- Analyses procedures and systems to refine their formulation and convert to programmable formats
- Creates logical data models based on functional requirements
- Develops analytical tools for use in the design and redesign of systems

KPI: The Multimedia Specialist will report to the Office Manager regarding any necessary updates that will affect the academic operations of HIJ International College. The Office Manager will evaluate the Multimedia Specialist on a quarterly basis based on his ability to manage and resolve multimedia issues at HIJ International College.

Security and maintenance management

- Conducts with maintenance schedules and maintain equipment
- Monitors storage on servers, ensuring adequate storage and performance
- Performs quality assurance review of specifications for internal and external delivery
- Creates physical backups of stored content on servers and is responsible for keeping records of all content available for viewing

KPI: The Multimedia Specialist will track the performance of the security and maintenance of HIJ International College and will report to the Office Manager on necessary technological updates on the security and maintenance of the college. The Office Manager will evaluate the Multimedia Specialist on a quarterly basis, based on his ability to track and maintain the security of the multimedia system of HIJ International College.

Administrative assistance

- Provides guidance and work leadership to less-experienced analysts, and may have supervisory responsibilities
- Serves as a technical team or task leader
- Perform other job-related duties as assigned

KPI: The Multimedia Specialist will provide administrative support related to his field of expertise where necessary from a service and administrative perspective.



Task-time and capability analysis

The following tables provide the information to distinguish the time allotted and capabilities required to accomplish and perform the company's milestones and marketing strategies. The table indicates how much time the Marketing Manager and the Marketing Specialist will allocate daily to perform the essential marketing tasks and responsibilities for HIJ International College.

Milestones and marketing tasks	Point of Contact	Duration of task/activity	Allotted time for the task per day	Capabilities required
Contact existing and potential clients	Marketing Specialist	January–March 2016 (immediately upon induction of the Marketing Specialist)	Up to 3 hours per working day	Excellent communication skills and expertise to effectively contact and communicate with clients
Plan and develop marketing campaigns	Marketing Specialist (Marketing Manager will take over immediately upon induction)	February–May 2016	Up to 5–6 hours per working day	Comprehensive knowledge and creative skills in creating marketing campaigns
Review current e-marketing plan and build marketing platforms such as social media	Marketing Manager and Marketing Specialist	March 2016	Up to 5–6 hours per working day	Expertise in research abilities of the Marketing Specialist is required
Organise round meetings and greetings with business-to-business clients in Victoria	Marketing Manager	March–April 2016	Up to 4 hours per working day	Extensive communication and interaction by the Marketing Manager is required to perform this task
Plan, schedule and conduct educational tours	Marketing Specialist	March–October 2016	Up to 3 hours per working day	Extensive planning and organising abilities for the task; excellent communication skills to contact relevant parties and interested clients



Contact student clubs, arrange meetings, seminars and sponsorship	Marketing Specialist	May–June 2016	Up to 2–3 hours per working day	Organising and planning skills of the Marketing Specialist is required for this task
Execute digital media campaigns	Marketing Specialist	June–December 2016	Up to 3 hours per day	Comprehensive multi-media knowledge and creativity in writing briefs and updates
Conduct research and review the pricing strategy	Marketing Manager and Marketing Specialist	July 2016	Up to 6 hours per working day	Expertise in research abilities of the Marketing Specialist is required
Contact secondary education providers and other organisations (government and private sectors)	Marketing Specialist	August 2016	Up to 2 hours per working day	Extensive communication and interaction by the Marketing Specialist is required to perform this task
Follow-up on clients contacted by the Marketing Specialist	Marketing Specialist	July–August 2016	Up to 2 hours per day	Extensive communication skills and interaction is required
Review and evaluate all marketing mix in relation to costs, sales, profits, and customer feedbacks	Marketing Manager	October 2016	Up to 6 hours per working day	Investigative and analytical skills in establishing objective analysis and evaluation; superior problem-solving skills in coming up with solutions and new ideas
Plan for the next phase of marketing campaigns	Marketing Manager	November–December 2016	Up to 4–5 hours per working day	Extensive planning and organising abilities for the task



Develop business-to-business marketing opportunities	Marketing Manager	December 2016	Up to 6 hours per working day	Extensive planning and organising skills of the Marketing Manager is required for this task
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2016 activities The series of schedules and activities were planned events created by HIJ International College. The Marketing Specialist will ensure these events are planned accordingly and successfully accomplished.

Marketing activities	Point person for the task	Time range for the completion of the task	Allotted time for the task per day	Duties and tasks
Search engine optimisation	Marketing Specialist	April–May 2016	Up to 3 hours per working day	Works with the Multi-media Specialist in conducting search engine optimisation to improve the searchability of the school website and social media accounts
Initiating networking plan	Marketing Manager	May–September 2016	Up to 3–5 hours per working day	Works with the Marketing Specialist in determining prospective business partners, then contacts these organisation to schedule meetings and/or presentations
Launching of social media campaign	Marketing Specialist	May–September 2016	Up to 2–3 hours per working day	Works with the Multi-media Specialist in creating and/or updating social media accounts; writes creative briefs under the supervision of the Marketing Manager and posts them on social media platforms



Client presentations	Marketing Manager	June–December 2016 (depends upon client’s request)	Up to 5 hours per day of planning a week before the presentation; Up to 3 hours per client presentation	The Marketing Manager will schedule presentations with clients, with the assistance of the Marketing Specialist, to promote HIJ International College
Educational Tours	Marketing Specialist	April–November 2016 (depends on the school/course term dates)	Up to 2–3 hours per educational tour	The Marketing Specialist will plan educational tours for interested students under the supervision of the Marketing Manager; the Marketing Specialist will contact interested students and/or secondary schools to schedule an educational tour for students;
Conducting seminars	Marketing Manager	June–October 2016	Up to 2–3 hours per seminar	The Marketing Manager will contact organisations from specific industries (e.g., health, business, hospitality) to collaborate seminars on specific topics for prospective markets; this will promote the school as an active part of the society



Schedule of Marketing Events

Marketing Activities	Point person for the task	Date of activity	Allotted time for the task	Capabilities required
Mother's Day Celebration	Marketing Specialist	May 8, 2016	3-5 hours per day to prepare 2 weeks prior to the activity (in collaboration with students); 5-7 hours for the activity proper	Planning and organising skills of the Marketing Specialist to coordinate and oversee this task efficiently
Education and Migration Seminar	Marketing Manager	May 25, 2016	5 hours per day to prepare one week prior to the activity date; 5-7 hours for the activity proper	Planning and organising skills for the Marketing Manager to perform and oversee this task will efficiency
Open House event	Marketing Manager	June 1-3 2016	3-5 hours per day 2 months before and 5-7 hours 1 month before the activity date	Planning and organising skills of the Marketing Manager to execute and delegate tasks to the Marketing Specialist and other significant players with efficiency
Career Expo	Marketing Manager	August 8-12, 2016	3-5 hours per day to prepare 1 month prior to the activity date	Planning and organising skills of the Marketing Manager to execute and delegate tasks efficiently
Football Tournament	Marketing Specialist	September 3, 2016	3-5 hours per day 2 months before and 4-6 hours one month before the activity date	Planning and organising skills of the Marketing Specialist to coordinate with other schools and significant sports individuals, and execute tasks effectively
VCE Seminar	Marketing Manager	September 21, 2016	6 hours per day to prepare for the activity one week prior to the activity date; 5-6 hours for the activity proper	Planning and organising skills of the Marketing Manager to execute and delegate tasks with proficiency



Cooking Expo	Marketing Manager	October 27-28, 2016	4-6 hours per day to prepare 1 month prior to the activity date	Planning and organising skills of the Marketing Manager to perform and delegate tasks to the Marketing Specialist and other significant players with excellence
Lacrosse Tournament	Marketing Specialist	November 19, 2016	3-5 hours per day 2 months before and 4-6 hours one month before the activity date	Planning and organising skills of the Marketing Specialist to coordinate with other schools and significant sports individuals, and execute tasks effectively



Financials Projections

Below are the financial projections for HIJ International College.

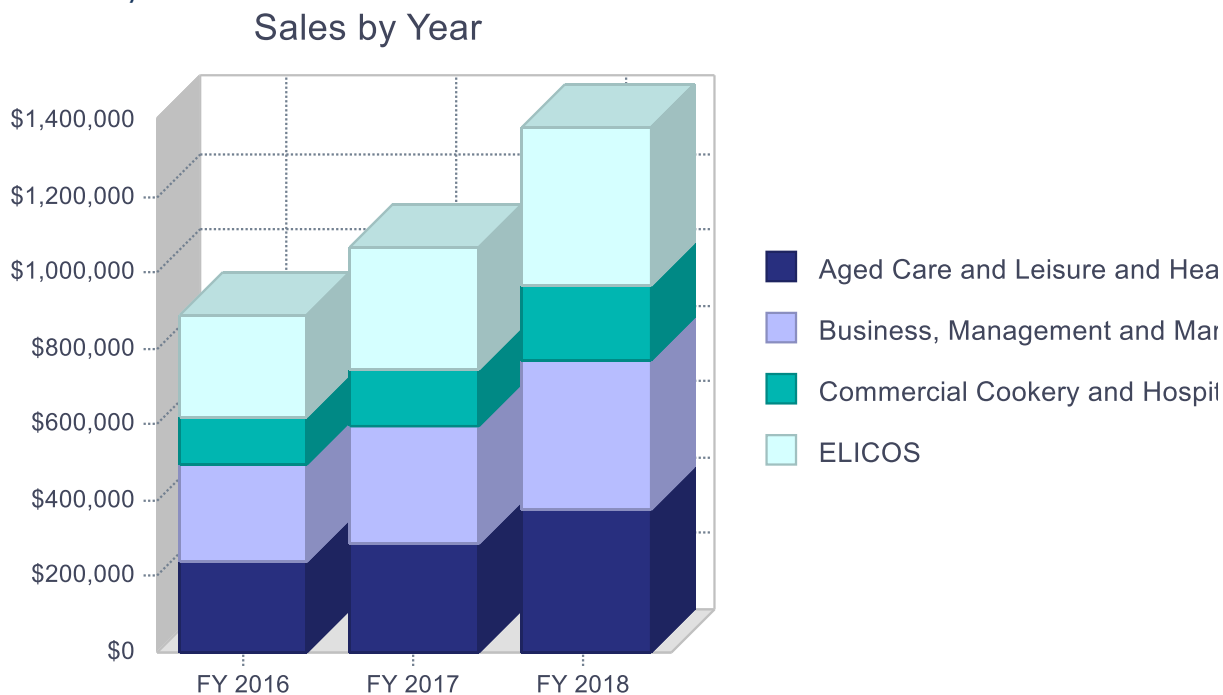
Sales Forecast

With the help of the Marketing Specialist, Mr. Educator foresees a steady business growth in the coming years, with expected sales of \$886,490 for year 2016. Following is the sales forecast of HIJ International College for 2016–2018:

Table: Sales Forecast

Sales Forecast	FY 2016	FY 2017	FY 2018
Sales			
Aged Care and Leisure and Health	\$239,378	\$287,254	\$373,430
Business, Management and Marketing	\$254,873	\$305,848	\$397,602
Commercial Cookery and Hospitality	\$125,698	\$150,838	\$196,089
ELICOS	\$266,541	\$319,849	\$415,804
Total Sales	\$886,490	\$1,063,788	\$1,382,924

Chart: Sales by Year





Projected Cash Flow

Mr. Educator foresees that the cash balance for HIJ International College will reach \$181,937 in year 2016. The table below details the company's cash flow for 2016 through 2018:

Table: Cash Flow

Pro Forma Cash Flow	FY 2016	FY 2017	FY 2018
Cash Received			
<u>Cash from Operations</u>			
Cash Sales	\$886,490	\$1,063,788	\$1,382,924
Cash from Receivables	\$0	\$0	\$0
<u>Subtotal Cash from Operations</u>	<u>\$886,490</u>	<u>\$1,063,788</u>	<u>\$1,382,924</u>
Additional Cash Received			
GST Received (Output Tax)	\$0	\$0	\$0
GST Repayments	\$0	\$0	\$0
New Current Borrowing	\$0	\$0	\$0
New Other Liabilities (interest-free)	\$0	\$0	\$0
New Fixed Liabilities	\$0	\$0	\$0
Sales of Other Current Assets	\$0	\$0	\$0
Sales of Fixed Assets	\$0	\$0	\$0
New Investment Received	\$0	\$0	\$0
<u>Subtotal Cash Received</u>	<u>\$886,490</u>	<u>\$1,063,788</u>	<u>\$1,382,924</u>
Expenditures	FY 2016	FY 2017	FY 2018
<u>Expenditures from Operations</u>			
Cash Spending	\$704,553	\$778,223	\$876,961
Bill Payments	\$0	\$0	\$0
<u>Subtotal Spent on Operations</u>	<u>\$704,553</u>	<u>\$778,223</u>	<u>\$876,961</u>
<u>Additional Cash Spent</u>			
GST Paid Out (Input Tax)	\$0	\$0	\$0
GST Payments	\$0	\$0	\$0
Principal Repayment of Current Borrowing	\$0	\$0	\$0
Other Liabilities Principal Repayment	\$0	\$0	\$0
Fixed Liabilities Principal Repayment	\$0	\$0	\$0
Purchase Other Current Assets	\$0	\$0	\$0
Purchase Fixed Assets	\$0	\$0	\$0
Dividends	\$0	\$0	\$0
<u>Subtotal Cash Spent</u>	<u>\$704,553</u>	<u>\$778,223</u>	<u>\$876,961</u>
Net Cash Flow	\$181,937	\$285,565	\$505,963
Cash Balance	\$181,937	\$467,502	\$973,466



Projected Profit and Loss

The projected profit and loss for HIJ International College in three years is expected to amount to \$132,960 with a net profit/sales of 15.00% in year 2016. Following is a table which details the company's profit and loss for 2016 through 2018:

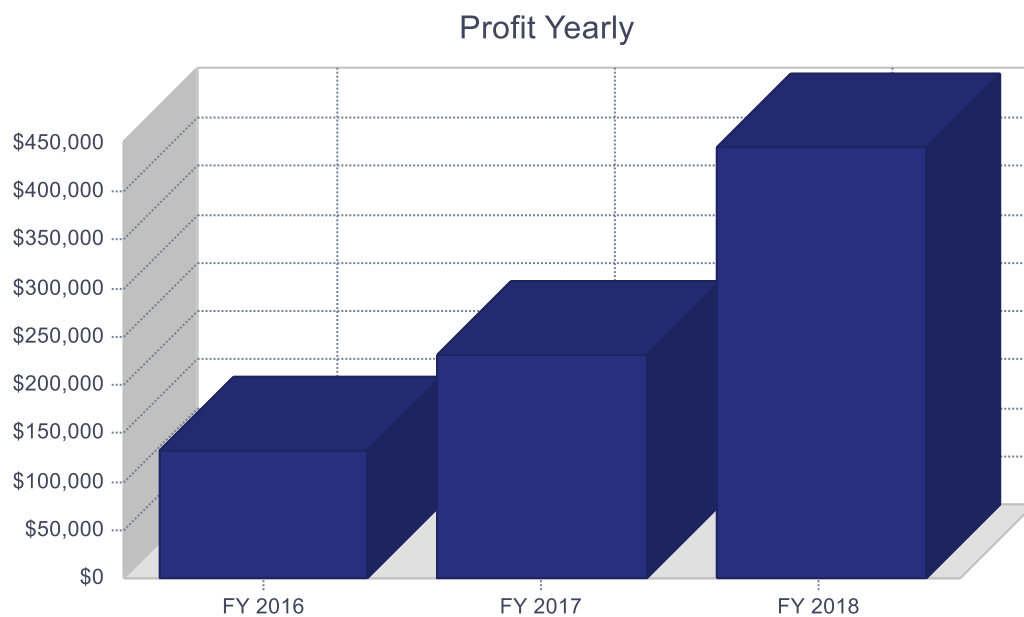
Table: Profit and Loss

Pro Forma Profit and Loss	FY 2016	FY 2017	FY 2018
Sales	\$886,490	\$1,063,788	\$1,382,924
Direct Cost of Sales	\$0	\$0	\$0
<u>Total Cost of Sales</u>	<u>\$0</u>	<u>\$0</u>	<u>\$0</u>
Gross Margin	\$886,490	\$1,063,788	\$1,382,924
Gross Margin %	100.00%	100.00%	100.00%
Expenses			
Payroll	\$338,946	\$349,114	\$359,588
Superannuation Contributions	\$7,364	\$7,585	\$7,812
Depreciation	\$48,977	\$53,875	\$59,262
Accounting Fees	\$1,933	\$2,126	\$2,339
Auditing Fee	\$1,600	\$1,648	\$1,697
Advertising	\$3,065	\$3,372	\$4,046
Bank Charges	\$1,507	\$1,658	\$1,823
Cleaning	\$736	\$810	\$891
Commission Paid	\$52,529	\$54,105	\$55,728
General Expenses	\$236	\$260	\$286
Gardening	\$6,273	\$3,000	\$2,500
Hire of Plant and Equipment	\$0	\$20,000	\$0
Insurance	\$25,894	\$26,671	\$27,471
Interest Paid - Bank	\$80	\$100	\$103
Internet Expenses	\$647	\$666	\$686
Legal Costs	\$24,595	\$25,333	\$26,093
Licensing Fees	\$21,273	\$21,911	\$22,569
Postage	\$360	\$371	\$382
Printing and Stationery	\$20,979	\$21,608	\$22,257
Government Charges	\$1,039	\$1,070	\$1,102
Repairs and Maintenance	\$745	\$767	\$790
Other Student Costs	\$118,851	\$122,417	\$126,089
Subscriptions	\$0	\$0	\$0
Sundry Expenses	\$288	\$297	\$306
Telephone	\$4,067	\$4,189	\$4,315
Tools and Supplies	\$0	\$0	\$0
Travelling Expenses	\$5,000	\$0	\$6,500
Travel and Accommodation	\$5,209	\$5,365	\$5,526
Waste Disposal	\$182	\$187	\$193
Work Cover	\$2,073	\$2,135	\$2,199
Website Fees	\$2,099	\$2,162	\$2,227
<u>Total Operating Expenses</u>	<u>\$696,547</u>	<u>\$732,802</u>	<u>\$744,780</u>



Profit Before Interest and Taxes	\$189,943	\$330,986	\$638,145
EBITDA	\$238,920	\$384,861	\$697,407
Interest Expense	\$0	\$0	\$0
Taxes Incurred	\$56,983	\$99,296	\$191,443
Net Profit	\$132,960	\$231,690	\$446,701
Net Profit/Sales	15.00%	21.78%	32.30%

Chart: Profit Yearly





Projected Balance Sheet

Below is a table depicting HIJ International College projected balance sheet for 2016 through 2018. It can be noted that the company's net worth is projected to be at \$132,960 for year 2016 growing to \$811,352 for year 2018.

Table: Balance Sheet

Pro Forma Balance Sheet	FY 2016	FY 2017	FY 2018
Assets			
<u>Current Assets</u>			
Cash	\$181,937	\$467,502	\$973,466
Accounts Receivable	\$0	\$0	\$0
Other Current Assets	\$0	\$0	\$0
<u>Total Current Assets</u>	<u>\$181,937</u>	<u>\$467,502</u>	<u>\$973,466</u>
<u>Fixed Assets</u>			
Fixed Assets	\$0	\$0	\$0
Accumulated Depreciation	\$48,977	\$102,852	\$162,114
<u>Total Fixed Assets</u>	<u>(\$48,977)</u>	<u>(\$102,852)</u>	<u>(\$162,114)</u>
<u>Total Assets</u>	<u>\$132,960</u>	<u>\$364,651</u>	<u>\$811,352</u>
Liabilities and Capital	FY 2016	FY 2017	FY 2018
<u>Current Liabilities</u>			
Accounts Payable	\$0	\$0	\$0
Current Borrowing	\$0	\$0	\$0
Other Current Liabilities	\$0	\$0	\$0
<u>Subtotal Current Liabilities</u>	<u>\$0</u>	<u>\$0</u>	<u>\$0</u>
Fixed Liabilities	\$0	\$0	\$0
<u>Total Liabilities</u>	<u>\$0</u>	<u>\$0</u>	<u>\$0</u>
Paid-in Capital	\$0	\$0	\$0
Retained Earnings	\$0	\$132,960	\$364,651
Earnings	\$132,960	\$231,690	\$446,701
<u>Total Capital</u>	<u>\$132,960</u>	<u>\$364,651</u>	<u>\$811,352</u>
<u>Total Liabilities and Capital</u>	<u>\$132,960</u>	<u>\$364,651</u>	<u>\$811,352</u>
Net Worth	\$132,960	\$364,651	\$811,352



Conclusion

The rapid business expansion for HIJ International College has resulted in the increased number of marketing tasks and activities for the marketing team. Mr. Educator has anticipated that these business expansion trajectories will directly contribute to the growing marketing requirements of the company, which will push the marketing team to design an effective marketing mix that will accommodate all plans for business expansion. With these plans in hand, Mr. Educator is adamant to establish a marketing team who will promote the educational brand of HIJ International College. The marketing team must be able to research and communicate potential clients for the business.

However, the recent resignation of the Marketing Manager has left the director in a dilemma, mainly due to the increased number of marketing tasks and activities required, crippled by the insufficient number of workforce. Mr. Educator acknowledges that the current company staff could not address the marketing requirements for HIJ International College, as the staff have their respective duties to attend to. Furthermore, Mr. Educator is unable to assume marketing obligations as this will jeopardise his pertinent administrative duties.

These unfavourable conditions at HIJ International College's marketing team leads to the director's decision of sponsoring Mr. Nominee Wang with a Temporary Work (Skilled) visa (Subclass 457) and employing her as the full-time Marketing Specialist of HIJ International College.

By employing Mr. Wang, Mr. Educator is confident that HIJ International College will be able to operate its long-delayed marketing activities. The Marketing Specialist can focus in researching for potential clients, communicating with identified clients, organising marketing events, and managing and operating the entire marketing activities of the business, especially as the management is still currently looking for a new Marketing Manager. Mr. Wang's addition to the marketing team will greatly enable HIJ International College to achieve its business goals. With a stable and focused marketing team, Mr. Educator has envisioned that the business will be able to establish and grow its clientele base and further improve business profitability.