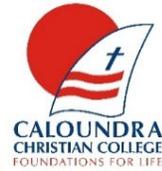


# Position Description

## Marketing and Communication Officer



### WHO ARE WE

We are a team of committed educators and support personnel who fundamentally believe that each child is unique and created in God's image. Together, with our students, parents and local churches and businesses, we are creating a learning community that authentically seeks to see each student flourish and grow in their own individual gifts, abilities and passions. With Christ at the helm, we aim to provide quality Christ-centred education as a foundation for life. Our practices are rooted in the belief that students learn best when they feel safe, loved and are genuinely engaged and challenged by purposeful, creative, differentiated opportunities to learn about themselves and the impact they can make in the world they live in.

### ROLE DESCRIPTION

The Marketing and Communications Officer is responsible for working in partnership with our Executive Team to develop and implement creative, effective and integrated marketing and communication strategies to both externally and internally promote our Pre-kindy to Year 12 College - its philosophy, vision, culture, activities, achievements and events.

### ACCOUNTABILITY

The Marketing and Communications Officer will be accountable to the Principal and also works with the Business Manager.

### KEY INTERNAL RELATIONSHIPS

- Executive Team
- Leadership Team
- Enrolments Officer
- Teaching and Educational Support Staff
- Parent and Community Groups
- Alumni Members

### SKILLS AND ABILITIES

- Commitment to excellence and efficiency.
- Willingness to embrace the mission, vision and culture of the College.
- Strong creative and innovative mindset.
- Strong communication skills and an eye for detail and accuracy, including written, verbal and interpersonal.
- Ability to create and maintain positive relationships based on respect and trust with students, parents, staff and the wider community.
- Commitment to meeting deadlines, quickly grasping leadership direction and showing initiative and follow-through.
- Strong skills in word processing, publishing software, photo and video editing.
- Experience in use of web content management systems and promotion through social media is a benefit.

## ADDITIONAL REQUIREMENTS

- Current 'Working with Children Blue Card' or obtain prior to commencing.
- Current First Aid certificate with CPR or be willing to obtain one.
- Tertiary qualifications in marketing, journalism, communications, public relations or digital media is desirable.

## KEY ACCOUNTABILITIES

### Marketing and Digital Promotion

- Develop and implement an annual marketing and communications strategy ensuring activities are aligned with the broader strategic objectives of the College.
- Identify and, in consultation with the Principal, engage new marketing opportunities across all areas of marketing.
- Stay up to date with emerging technologies and marketing tools to provide increased communication and engagement with key internal and external community members.
- Develop and maintain the College website, ensuring content is always up to date and promotes the College vision with comprehensive evidential material consisting of photos, videos and testimonials from all sections of the College community.
- Manage the marketing and events budget.
- Manage the strategic focus and content of the College social media channels.
- Maintain, and update when required, the visual style and branding of the College in consultation with the Principal.

### Communications and Publications

- Manage the College's publications (newsletter, yearbook) providing an overall view of the College and its activities by planning, editing, co-ordinating proofreading and creating the digital document.
- Contribute in the editorial and proofreading process to ensure College publications and communications are accurate and of a high standard.

### Public Relations and Media Communications

- Establish and manage connections with local media and businesses to promote and generate leads for enrolments for the Early Learning Centre and College.
- Create and/or co-ordinate suitable content (editorials, photos, videos) demonstrating exceptional writing and editing skills, for newspapers, website content and social media platforms.
- Assist when required in the development of press releases media content.
- Support the College's crisis media management during a time of crisis if required.

### Event Management

- Initiate and prepare proposals and timelines for future marketing events in consultation with the principal.
- Coordinate the planning and running of marketing focused events.
- Develop and oversee Alumni connections and events.

### Other Tasks

- Undertake other reasonable and relevant duties as directed by the Principal.
- Commit to ongoing professional learning to support the effective carrying out of your duties.
- Be actively involved in school-based activities.
- Manage and update the not-for-publication list.