

# Position Information

<b>Title</b>	Marketing and Communications Manager	<b>Responsible for:</b>	Marketing and communication for the school
<b>Classification</b>	SSO Grade 5	<b>Line Manager</b>	Business Manager
<b>Date of Commencement</b>	As soon as possible	<b>Reporting to</b>	Business Manager
<b>Tenure</b>	Permanent	<b>Appointment</b>	0.8 FTE, 42 weeks (possible full-time available)

## General Position Description

The Marketing and Communications Manager is responsible for all marketing and communication requirements for the school. As the leader of the Marketing and Communications department, you will be an effective communicator and will carry out the following.

1. Attract new students to the school.
2. Develop effective word-of-mouth and community development strategies to build the school's reputation within our current parent body, past scholars and school community.
3. Provide excellent customer service to staff, with the goal of delivering professional communication to all school stakeholders.

## Job and Person Specifications

### The successful applicant will demonstrate:

- a belief in and a personal commitment to the Christian faith and support for the Christian aims of the school.
- commitment to and active participation in a Christian Church.
- an ability to produce and execute effect communication plans utilising strong verbal and written skills.
- strong leadership attributes with proven experience managing and developing people.
- the ability to develop a school marketing plan which oversees the school's social media page and website, other digital platforms (including the school's app), radio advertising, the school's newsletter and blogs, school publications, and other communication channels (as required).
- the ability to develop and train teaching and support staff to adhere to branding guidelines and other communication processes and systems.
- an ability to provide expert branding, marketing and communication advice to the school's executive leadership and board as required.
- strong interpersonal skills to liaise with the school's current print, signage and advertising suppliers.
- budget management and administration of the Marketing and Communications department.

## ESSENTIAL WORK REQUIREMENTS

- » Desire to contribute to and promote a harmonious and co-operative team environment.
- » Build and maintain strong relationships with parents, students, and staff.
- » Maintain the confidentiality of information and protection of information according to *Privacy Act 1988*.
- » Willingness to prepare communications plans and strategic documents in support of the school's promotional requirements.
- » Strong administrative skills.
- » Participation in professional development and training opportunities to increase knowledge, experience and skill set.
- » Contribute to a safe workplace.
- » Any other duties as directed.
- » Received COVID-19 Vaccination

## Key Selection Criteria

### The successful applicant will demonstrate the following qualities:

- A vibrant and active Christian faith.
- Strong organisational skills.
- Accuracy and attention to detail.
- Initiative in determining priorities and meeting deadlines.
- Effective communication with students and staff.

## ESSENTIAL WORK QUALIFICATIONS

- » Tertiary qualification in Marketing, Communications or a related discipline.
- » Knowledge of Adobe Creative Suite preferable.
- » Knowledge of Wordpress or other CMS preferable.
- » HLTAID003 First Aid Certificate (or above).
- » Hold a current Working With Children Check.
- » RRHAN-EC Certificate.
- » Current driver's license.