

MARKETING & COMMUNICATIONS MANAGER

POSITION INFORMATION

Title	Marketing & Communications Manager	Responsible for:	Raising the visibility of the school through effective marketing and communications
Classification	SSO Grade 4 41 weeks per year	Line Manager	Registrar
Date of Commencement	September 2019	Reporting to	Registrar
Tenure	Permanent	Appointment	Permanent 0.6 FTE

GENERAL POSITION DESCRIPTION

As a member of the Customer Services team, the Marketing & Communications Manager works collaboratively with others in the team to ensure the School is a welcoming, supportive, effective and efficient environment for students, parents, staff and visitors. The Marketing & Communications Manager is responsible for supporting the Registrar in raising the visibility of the School by carrying out an effective marketing and communications plan to:

1. promote the reputation and profile of the School to external audiences
2. attract new students to the School
3. publicise the strengths of the School

KEY RESPONSIBILITIES AND ACCOUNTABILITIES

The Marketing & Communications Manager will:

Communications

- Develop and implement social networking and eMarketing strategies to promote the School:
 - Create, update and monitor School social media accounts
 - Update information about the School on websites and directories
 - Create fresh and up-to-date web content
 - Provide ideas and input into the development of new eMarketing materials.

Marketing

- Manage the School's presentation in the media so that the reputation of the School is enhanced and reputational risk managed
- Assist with the production of effective advertising of the School to promote enrolments
- Operate within the TVCS strategic and operational marketing plans
- Oversee the maintenance of a photo library and arrange photo shoots and filming
- Assist with proofreading, copy writing, editing copy and information collection
- Help present the 'public face' of TVCS at functions that market the School. Some out of hours work will be required.

Publications

- Oversight of the production of the fortnightly School newsletter
- Design and layout event advertisements, publications, flyers, marketing materials, past-scholar publications, booking forms and other media
- Oversight of the production of the School Magazine
- Maintain School 'branding' including style guides and templates.

REPORTING RELATIONSHIPS

The Marketing & Communications Manager will:

- Be responsible to the Registrar
- Attend Administration Team meetings, whole school staff meetings etc. as appropriate.

KEY SELECTION CRITERIA

The successful applicant will demonstrate the following qualities:

Qualifications

- Tertiary Qualification in Marketing or a related discipline
- Appropriate qualifications in Communications/Multimedia/Graphic Design, or experience in publications, graphic design or desktop publishing
- Knowledge of Photoshop, Illustrator and Acrobat Professional
- Advanced knowledge of Adobe Creative Suit 6 – InDesign, an advantage
- HLTAID003 First Aid Certificate (or above)
- Hold a current Working With Children Check
- RAN Certificate
- Current driver's licence.

Skills and Attributes

- Personal commitment to the Christian faith
- Committed member of a local church congregation
- Support the ethos of Christian Education
- Understanding of a service ethic, which underpins the School's ethos
- Contribute to a positive and vibrant workplace
- An ability to think strategically and to plan effectively
- An ability to be a self-starter and work well independently as well as collegially
- High standards of integrity and reliability
- Good organisational and management skills
- The ability to prioritise tasks and utilise efficient time management skills
- Strong organisational skills, initiative and attention to detail.

Knowledge

- A thorough knowledge of contemporary marketing methods including an ability to utilise modern technologies to market effectively
- Experienced user of Microsoft Office, Outlook and presentation packages
- Demonstrated knowledge of WHS principles and practices to ensure work is conducted in a safe manner.