

POSITION DESCRIPTION

MARKETING AND COMMUNICATIONS OFFICER

POSITION TITLE:	Marketing and Communications Officer
RESPONSIBLE TO:	Director of Marketing and Community Engagement
TIME FRACTION:	Part Time (0.80), Permanent
QUALIFICATIONS:	Relevant Qualifications and Experience
INDUSTRY AWARD:	St Andrew's School Enterprise Agreement 2019

POSITION SUMMARY

As an effective member of the Marketing and Community Engagement Team, the Marketing and Communications Officer will have a particular focus on the successful implementation of the School's marketing and community engagement strategy through a broad and varied program of marketing and communications activities and initiatives. The Marketing and Communications Officer plays a key role in the areas of branding and marketing, communications, website, social media, photography, and videography.

The Marketing and Communications Officer will be required to show initiative, be adaptable and have a solutions-focused approach to their work.

The purpose of this key position is to provide strong and clear marketing and communications, both within St Andrew's School community and the broader community, with a view to promoting the School as a leader in primary education.

KEY RESPONSIBILITIES

1. BRANDING AND MARKETING

- Actively contribute to the establishment of a robust and dynamic Marketing and Community Engagement Plan which aligns with the School's Strategic Direction.
- Assist the Director of Marketing and Community Engagement to proactively partner with the key areas of the School to understand and support their marketing and communications needs.
- In conjunction with the external creative agency, assist with the management of the School branding of all communications and marketing materials, including job briefings and workflow management.
- Ensure consistency and professionalism in School branding across all aspects of the School and within the wider community so as to reflect the School Brand Guidelines.

2. COMMUNICATIONS

- Work closely with the external creative agency to effectively manage the content and design elements of all School publications, printed and digital materials, including but not limited to: the Year Book, enrolments and scholarship materials, marketing publications, school program booklets, school performance booklets, promotional banners and posters, digital advertising, and all other promotional and branded materials.
- Create push notifications and notices through the School App.

- Maintain the School's digital screens with appropriate advertising and School messages.
- Gather content, edit, create and send the fortnightly e-newsletter "The Bell".
- Film and edit short videos of school activities and/or work with external videographers to produce professional video content to promote the School.
- Maintain and regularly review the School's promotional materials, ensuring they remain up-to-date and relevant.
- Conduct an annual communications audit to evaluate the effectiveness of communication channels (both one way and two way).
- Photography of school events and day-to-day activities, as well as booking and liaising with the School's preferred photographer for selected events.
- Design and distribute EDMs, including tracking and reporting on EDM analytics.
- Create and maintain communication databases.
- In conjunction with the Director of Marketing and Community Engagement, work with the School's public relations consultant to build the profile of the School and highlight significant achievements and innovative projects within the School.

3. WEBSITE AND SOCIAL MEDIA

- Develop an annual social media content plan, which fulfils the objectives outlined in the School's Marketing and Community Engagement Strategy.
- Ensure the School website is a strong and effective promotional and communication tool that is regularly updated, SEO optimised, and easily accessed by our diverse community.
- Analyse and report on social media and website usage trends and user experience, providing recommendations as to how to best optimise for the School's various audiences.

4. EVENTS

- As part of the Marketing and Community Engagement Team, be fully active and supportive of the life at the School, including community events, functions and promotional activities.

In addition to the duties outlined above, the position holder is also required to perform such other duties as may be directed from time to time, provided these are within his/her competency or training.

EMPLOYEE SPECIFICATION

1. ESSENTIAL CHARACTERISTICS

1.1 Educational/Vocational Qualifications

- Current Working With Children's Check (WWCC) Certificate
- Current Provide First Aid Certificate
- Current Responding to Risks of Harm, Abuse and Neglect (RRHAN-EC) Certificate
- A Degree in Marketing, Communications, Media or a related area

1.2 Skills and Abilities

- Excellent written and verbal communication skills
- Creative thinking and problem solving skills
- Editing and proofing skills
- Results driven
- Ability to prioritise and balance multiple projects simultaneously
- Understanding of the principles of graphic design for both print and web
- Highly experienced in managing social networking sites, including production of social media content plans to grow social media presence
- Photography and video editing (desirable)
- Ability to formulate recommendations based upon data and experience, to improve communications and marketing

- Demonstrated self-motivation and initiative in goal-setting, prioritising work and superior organisational skills
- Ability to work in a team and to share skills to enable others to support the School's marketing and communications strategies
- Proficiency in MailChimp, Canva, SurveyMonkey, CRM and CMS

1.3 Experience:

- Have a minimum of three (3) years' experience in a similar role in communications and marketing or a related area
- Experience in Windows and Mac operating systems
- Knowledge of the independent school / education sector an advantage, but not mandatory

1.4 Knowledge:

- A thorough knowledge of contemporary marketing and communication methods including an ability to utilise modern technology to market effectively

As the programmes and activities of St Andrew's School are based upon strong Anglican principles and traditions, the successful applicant should be supportive of and comfortable within such an educational environment and abide by the School's values.

October 2021
