



CATHOLIC REGIONAL COLLEGE CAROLINE SPRINGS

Title	Marketing and Communications Coordinator
Classification	Full-time (FTE open to negotiation)
Category	Category C (Remuneration will be commensurate with experience and qualifications)
Report	Principal
Conditions	Victorian Catholic Education Multi Enterprise Agreement 2018
Membership	College Administration Team Alumni Committee Primary Links Team

Purpose of the Position

The Marketing and Communications Coordinator is responsible for overseeing the efficient organisation of all aspects relating to College marketing and communications, inclusive of fostering positive connections within the College and wider community.

The Marketing and Communications Coordinator is responsible for developing and implementing a Marketing and Communications Plan that supports the attainment of enrolment targets alongside positive engagement within the wider College community. The protection and continued enhancement of the College's reputation in accordance with the strategic priorities of the School is pivotal to the role.

The Marketing and Communications Coordinator works closely with all members of the College Executive Leadership Team and reports to the Principal.

As a member of the College staff, the Marketing and Communications Coordinator will promote and uphold the Catholic values of the College and present a positive and appropriate public profile. The Marketing and Communications Coordinator will actively participate in the implementation of the College vision and mission statement and be guided by the College motto of 'Live Fully Act Justly'.

Key Roles and Responsibilities

In consultation with the Principal, the Marketing and Communications Coordinator will:

- Identify efficiencies and implement innovative practice for the College's communications, networking, marketing and use of social media procedures
- Develop and implement a marketing plan for the College including establishing and maintaining a good relationship with feeder schools
- Oversee the management of the College website ensuring all content is accurate and current and liaise with the website host as required
- Develop, manage and coordinate the initiation and optimisation of social media including Facebook, Instagram, LinkedIn and Twitter
- Monitor current protocols and procedures for social media posts
- Review and monitor the use of a College print and electronic style guide

- Develop, manage and coordinate the production and distribution of College promotional material including (but not limited to) the Prospectus, Primary School Information packages, Enrolment documents, Newsletters, Advertisements and Yearbook, College Musical Publications
- Develop, manage and coordinate the production of a Staff and Student Handbook
- Assist with the coordination, promotion and documentation of major College events
- Liaise with external suppliers for the development, management and placement of all print, billboard, banner and digital advertising
- Ensure all physical site signage and branding conforms with the College brand and is compliant with relevant standards
- Liaise with media representatives to secure stories in local and other media
- Brief Principal on media requests and potential for media invitations
- Develop marketing and promotions strategies for transition visits, school tours and enrolment related events
- Develop and manage the Annual Marketing budget
- Produce an annual marketing report, that includes yearly review of expenditure, key performance indicators and other relevant analytics and data
- Arrange official College openings and liaise with relevant Government bodies
- Attend relevant College events, noting that these may occur outside normal business hours
- Play a leading role in building and strengthening relationships with the College's key constituencies, including involvement in the College Alumni Committee (primarily alumni, past and present parents and staff)
- Devise and oversee the organisation of fundraising and alumni events, ensuring follow up after events is timely, efficient, and professional
- Oversee web-based content in respect to fundraising and alumni events
- Oversee the production of publications, including those for fundraising events and College productions
- Regularly devise, review and assess Marketing, Communications and Promotions processes, procedures and policies
- Proof-read and edit all externally published College communications, ensuring relevant style guides are implemented and appropriate language conventions followed
- Update all internal and external digital signage (e.g. updating content to display key events past/present)
- Monitor and oversee the photography permission processes in the College
- Assist with the fundraising objectives of the College, including maintenance and use of various fundraising platforms

Enrolments

In consultation with the Principal, Deputy Principal Student Wellbeing and Registrar, the Marketing and Communications Coordinator will assist in the promotion, marketing and publication of student enrolments. These duties include:

- Liaising with prospective parents through various platforms
- Implementing and managing procedures to ensure accurate records of contact with prospective parents
- Providing assistance to the Wellbeing Leadership Team on enrolment related events such as transition visits, school tours and parent information evenings
- Attending College events as required and playing an active role in the marketing strategies relating to these, noting that they may occur outside normal business hours.

Professional Practice

The Marketing and Communications Coordinator will be required to;

- Attend relevant professional learning and training programs
- Participate in appropriate professional networks, e.g. Catholic Development Network
- Attend Office Administration Team, Primary Links Team, Alumni Committee and Staff Meetings, as required
- Participate in an Annual Review Meeting.

Professional Relationships

The Marketing and Communications Coordinator will demonstrate strong interpersonal skills and the capacity to continue working relationships with a range of key stakeholders. These include, but are not limited to:

Internal liaisons: Principal, College Executive Leadership Team, Registrar, Executive Assistant's to the Principal and Deputy Principals, Members of the Office Administration and I.T. Teams, Teaching & nonteaching staff, students and parents

External liaisons: Melbourne Archdiocese of Catholic Schools (MACS), media sources, contractors, suppliers, prospective parents and students, associated feeder Primary schools, Alumni, Parents & Friends Association and School Advisory Council.

Scope of the Role

The Principal or delegate may assign other duties from time to time which are broadly consistent with the role or vary the Position Description, after appropriate consultation, in response to the changing needs of the College.

Demonstrated Knowledge, Experience and Skills

- Excellent interpersonal skills, with demonstrated ability to build rapport and interact effectively at all levels within an organisation
- Excellent oral and written communication skills
- Highly developed initiative and ability to think strategically
- Strong customer service focus
- Advanced skills in use of Microsoft Office and Adobe Creative Cloud products
- Expertise in using a variety of communication and social media platforms and tools for a business or group
- Strong organisational and time management skills, with an ability to prioritise tasks and meet deadlines, manage competing tasks with a high level of attention to detail
- Operate effectively in a team environment
- Tertiary qualifications in Marketing and/or Media and Communications highly desirable • Background experience in copywriting is desirable

Personal Requirements/Competencies

- Alignment with the values and Catholic ethos of the College
- High level of professional personal presentation
- Enthusiastic and highly motivated to contribute
- Operate effectively in a team environment
- Maintain high work standards with minimal supervision
- Flexible and able operate effectively in a changing environment
- Working with Children Check for Victoria and National Police Record Check required
- Victorian Driver's Licence and own car required

Key Selection Criteria

The Key Selection Criteria that will be used to select the Marketing and Communications Coordinator are:

- Understanding and demonstrated commitment to the Catholic philosophy and ethos of education

- Demonstrated excellence in communication and marketing
- Proven track record of initiation and implementation of projects
- Effective networking and interpersonal skills
- Contemporary skills in and knowledge of social media
- Demonstrated competence in event organisation and co-ordination
- Experience in working as part of an integrated team
- Experience in writing, editing and producing publications **Child Safety**

1. Have a clear understanding of Ministerial Order 870 on Child Safety as it relates to the College's Code of Conduct, policies, procedures and practice
2. Be familiar with and comply with the school's child-safe policy and code of conduct, and any other policies or procedures relating to child safety
3. Provide students with a child-safe environment
4. Uphold a zero tolerance attitude towards child abuse
5. Ensure cultural safety for Aboriginal children and children from culturally and/or linguistically diverse backgrounds
6. Provide a safe and accessible environment for children with a disability
7. Implement strategies that promote a healthy and positive learning environment

Final Statement

The purpose of the position description is to provide an overview of the major tasks and responsibilities of the position. It is not intended to represent the entirety of the position. The incumbent may be requested to perform other tasks, not specifically stated, and the College may modify the position description in consultation with the incumbent from time to time, depending on the operational needs and requirements of the College.

Applications close: Monday 5 June 2023, 9:00am

