



MARKETING & COMMUNICATIONS MANAGER JOB DESCRIPTION

EFFECTIVE: OCTOBER 2023

POSITION DESCRIPTION

St James' Anglican School is a child-safe institution and a school of the Anglican Schools Commission (Inc.) (ASC). St James' Anglican School is a co-educational, independent day school. The School caters for Kindergarten to Year 12 classes.

St James' Anglican School promotes a positive work environment and culture to attract and retain high quality staff by fostering professionalism, commitment, loyalty, Christian values, a high standard of pastoral care and by providing above Award conditions.

It is expected that all staff of St James' Anglican School are familiar with and act in accordance with the Staff Code of Conduct as well as the requirements outlined in the Staff Handbook.

Key Relationships: Principal, Business Manager, Enrolments Officer, Staff, Students and Parents. You will report directly to the Principal.

Level/Award: In accordance with the Anglican Schools Commission Support Staff above award wages and the prevailing Anglican Schools Commission Enterprise Bargaining Agreement.

FTE: This is a full-time role (1.0 FTE). An engaging forward thinking and positive personality is a key aspect of this role.

The role of the Marketing and Communications Manager is to promote and market the School and to facilitate communication with key stakeholders. The position plays a pivotal role in developing and maintaining a strong and supportive School community and brand to optimise enrolments and Community engagement.

KEY ATTRIBUTES

The following key attributes must be addressed:

- ✓ Marketing skills
- ✓ Community Relations experience
- ✓ Corporate identity/branding experience
- ✓ Website/Social media and use of CMS
- ✓ Any events experience



DUTIES & RESPONSIBILITIES

Marketing

- ✓ Keep the Principal informed of all marketing initiatives.
- ✓ Assist the Principal with the development and implementation of a marketing plan.
- ✓ Write media releases and/or liaise with media personnel regarding the achievements of St James' students and staff and place with appropriate media.
- ✓ Assist with media releases resulting from application of the Critical Response Plan.
- ✓ Design advertisements write advertorials and make appropriate placements with media as and when required.
- ✓ Coordinate the development, printing and distribution of School promotional material.
- ✓ Provide marketing guidance to the Enrolments Officer in the development of enrolment and scholarship material.
- ✓ Manage the compilation of School publications (printed or electronic) including (but not limited to) the Prospectus, the Newsletter and The Alkimos – Yearbook.
- ✓ Undertake market research on brand awareness, communication and marketing trends.
- ✓ Develop and implement a brand management program/Style Guide.
- ✓ Identify and coordinate additional marketing opportunities.
- ✓ Consistently seek and foster opportunities to promote the School in a positive manner.
- ✓ Coordinate advertising content for staff recruitment.

Community Relations

- ✓ Help publicise family and community events e.g. the Family Fun Day.
- ✓ Coordinate and assist with celebration activities for School milestones and events e.g. Founders' Day, Official opening of buildings.
- ✓ Liaise with the Business Manager and Event Planner on matters regarding Events Management.
- ✓ Liaise with the Enrolments Officer and assist with Open Days/Tour mornings.
- ✓ Work closely with parent support groups (FOST) to enhance communication strategies, publications, event management and profile of the groups within the School Community.
- ✓ Coordinate and/or assist with Parent Seminars/Workshops.
- ✓ Develop and maintain positive relationships with external stakeholders to promote the School, including:
 - The Anglican Schools Commission and affiliated organisations;
 - WAASA, ASA and similar organisations;
 - the media; and
 - the general public
- ✓ Develop and implement programs to engage and communicate with stakeholders.

Corporate Identity

- ✓ Develop and implement the School's Community Relations and Marketing plan in line with the School's Strategic Plan, vision and values.
- ✓ Manage the visual identity of the School brand and crest, ensure correct usage and maintain appropriate templates.
- ✓ Manage the content of the School's website, School App and social media channels to ensure alignment with the School's values and maximise user engagement.
- ✓ Assist to promote and publicise the Scholarship program.



Website

- ✓ Manage and maintain the content on the School's website.
- ✓ Regularly check the calendar on the School's website and liaise with the Principal's PA.
- ✓ Update other content on the School's website, as required.
- ✓ Upload the Newsletter on to the School's website.

Events

- ✓ Organisation of School events, such as recognition of significant historical milestones of the School's history, Awards Night, Valedictory, Official opening, Founders Day and special events.
- ✓ Marketing of infrastructure projects and events.
- ✓ Take or organise photography of key events.

Other

- ✓ Co-manage a shared mailbox for publicity.
- ✓ Undertake role of Privacy Officer, including manage database of student permission to publish photographs.
- ✓ Liaise with IT and other staff to maintain and update content for online parent tools, such as SEQTA and Parent Hub.
- ✓ Establish and maintain a budget for Community Relations, Advertising and Marketing.
- ✓ Provide support to the Canteen and Uniform Shop to promote their activities.

EXPERIENCE AND SKILLS

Qualifications

- ✓ Must have exceptional verbal and written skills.
- ✓ Tertiary qualifications in Marketing, Communications and/or Public Relations are highly desirable.
- ✓ Advanced ICT skills which will allow the competent execution of the role (e.g. Word, Excel, Publisher, Adobe InDesign, Adobe Photoshop and Internet).
- ✓ Experience in a Marketing, Communications and/or Public Relations role within an educational setting would be an advantage.
- ✓ Experience working with written media (advertising and editorial).
- ✓ A high level of organisational, administrative and planning skills.
- ✓ Strong digital marketing experience across several platforms.

Personal Qualities

- ✓ Have the ability to relate well to students, parents and staff.
- ✓ Be prepared to receive advice and direction.
- ✓ Able to cope with the demands of a busy office.
- ✓ Strategic thinker with a creative approach to achieving goals.
- ✓ Demonstrated capacity for self-directed work and initiative
- ✓ The ability to work independently and cooperatively as part of a team.



STAFF EXPECTATIONS

- ✓ Demonstrated attention to detail, accuracy, flexibility, creativity and innovation.
- ✓ Actively support the mission and policies of the Anglican Schools Commission (Inc.) and St James' Anglican School as a Christian school in the Anglican tradition.
- ✓ Maintain professional confidentiality concerning information about staff and / or students.
- ✓ Ensure all students and parents are provided with a quality service in a timely, efficient and friendly manner.
- ✓ Ensure that all documents are prepared and presented in accordance with the School's Writing Style Guide.
- ✓ Attend staff meetings when required including attendance at Staff Eucharists.
- ✓ Take an active part in the general life of the School - supporting policies, procedures, aims and objectives in order to facilitate the day-to-day operation.
- ✓ Serve as a good ambassador of the School. This includes conducting oneself in accordance with the professional standards of the School, including being well-groomed and wearing professional attire in line with the Staff Dress Code.
- ✓ Maintain Working with Children currency, and ensure the School is always provided with the appropriate documentation
- ✓ Be actively involved in the School's Staff Appraisal Program.
- ✓ Undertake and apply Occupational Health and Safety requirements in the workplace.