



Communications Manager

Position Details

Position Title	Communications Manager
Date Established	January 2020
Reporting to	Principal/Heads of School
Supervised by	Administration Team Leader
Department	Administration
FTE	Part-time, 3 days per week

Key Objective

This position is responsible for the timely, efficient and effective development and implementation of creative and innovative marketing, media, communication, corporate correspondence and high level administration. The Communication Manager, in consultation with the Principal, is responsible for driving the marketing and communication strategies whilst ensuring quality engagement with all stakeholders.

The Communications Manager will be an experienced and innovative professional, with considerable knowledge and experience in the development and delivery of marketing, communication and community awareness initiatives. The Communication Manager will have vision and enthusiasm to further drive Medowie Christian School's marketing and communications. Strong organisational ability, flexibility and administrative management skills as well as the ability to work independently with little or no supervision are also required.

The ability to interact with the internal and external stakeholders including school leadership team, staff, students, parents, media and the wider community in a fast-paced environment, sometimes under pressure, remaining flexible, proactive, resourceful and efficient, with a high level of professionalism and confidentiality is crucial to this role. Expert level written and verbal communication skills, strong decision making ability, and attention to detail are equally important.

Key Relationships

School Leadership Team – to work collaboratively alongside a forward thinking, dynamic team who are ambitious to facilitate innovation in developing the school's marketing and communication.

Heads of School – to work collaboratively to identify needs, initiate change and facilitate innovation whilst handling all aspects of school marketing and communication.

Staff – to influence and empower colleagues to work towards continuous improvement by modelling the operation of professional, collaborative and confidential behaviours at all times.

Students – to engage with students at all levels, modelling the core values and behaviours which define the Medowie Christian School community.

School Community – develop close working relationships with all members of the school community.

Federal and State Government Agencies – to ensure that all school performance standards and compliance requirements are met, to remain current with relevant policy developments and facilitate outcomes which benefit the school.



Professional, educational and school associations and networks, domestic and international – to engage in ongoing professional learning and build relationships and networks that create current and future opportunities for the school and its students.

Key Responsibilities:

Management of Marketing and Communication

1. Corporate Identity

- To engage with the Family Engagement Officer in developing marketing and communications as part of the school's strategic plan
- To be aware of contemporary developments in marketing and in social media communications, make recommendations and implement approved processes that are in accordance with the strategic plan
- Development and implementation of the school's strategic marketing, communication and publications plan in collaboration with the Principal, School Leadership Team and Family Engagement Officer
- Manage the school's marketing budget allocation
- Manage the application of the Medowie Christian School brand
- Develop and maintain the school's standards and branding manual
- Develop external communications plan for the school
- Monitor and Manage all internal communications
- Develop and maintain visibility of School Leadership Team, identifying opportunities to profile school staff and students in addition to the school Principal across the media and amongst key stakeholders
- Develop and implement standards for the school's visual identity across all events including Open Days, School Dinners, Parent Evening, Music Concerts and Public/Special Events
- Design, develop and manage high quality web-based and printed communications to support key school activities
- Manage the social media platforms to promote and enhance the school's operations and reputation
- Manage the purchasing and integration of gifts and corporate marketing items

2. Publications

- End to end management of all publications and stationery including; school magazine, newsletters, handbooks and the prospectus
- Ensuring ongoing and current editorialising of all external communications, publications, webpage content, ensuring quality control, timeliness and cost effectiveness
- Edit copy and design layout for all marketing, social media, publications, promotional flyers, brochures etc. in keeping with the school guidelines
- Relationship management of third-party suppliers, including negotiation of services, ie external marketing agents, vendors, printers and mail house
- Review and identify relevant promotional publications

3. Intelligence

- As directed, conduct consumer research based on marketing and enrolment for analysis

4. Media Relations

- Develop and nurture strong relationships with media to identify opportunities to maximise positive publicity for the school
- Keep the Principal abreast of all media opportunities and developments



5. Public Relations

- Provide advice, feedback and recommendations to School Leadership Team on matters that may impact on the reputation of the school
- Develop and nurture positive relationships with a range of stakeholders across the school and broader community

6. Event Management

- Coordinate all school events including, ticketing, allotment management, event collateral such as invitations, programs, table/seating lists

7. Project Management

- Coordination and support of all Alumni activities
- Project management of external and internal digital communication, printed publications and marketing campaigns as directed that meet the requirements of the school

8. Parent Portal

- Manage, maintain and produce/source content for the internal Parent Portal site
- Develop monthly tracking and analysis to report on Parent Portal traffic
- Develop program management schedule to ensure content is accurate, up to date and consistent with other communications

9. General

- Be the central point of contact for all internal stakeholders to provide marketing and public relations support when applicable
- Attend school functions as required; some are outside regular working hours
- Assist with school photography on a day-to-day basis and develop an appropriate catalogue system that ensures easy access to a library of images
- Update all digital frames around school on a regular basis

Work, Health and Safety

- Comply with the school's Work, Health and Safety policy as amended from time to time
- Ensure compliance with duty of care and work, health and safety procedures across the school at all times

Culture and involvement in the life of the School

- Lead by personal example, by maintaining a Christian tone and atmosphere in the school that reflects a loving and caring community in which excellence in all matters is sought
- A committed Christian/practising member of a major Protestant/evangelical denomination
- Assist in the establishment and maintenance of a God-honouring spiritual and emotional atmosphere and appropriate lines of communication
- Uphold the mission, vision and core values of the school and implement all approved policies
- Help to develop and maintain an atmosphere of innovation in the administration function of the school
- Committed to the principles of Christian schooling
- Attend meetings and events as appropriate
- Involved in a range of school events as considered appropriate and/or at the direction of the Heads of School
- Support staff and students, interact with parents, and support school related activities
- Where desired or appropriate, provide spiritual/pastoral guidance to staff
- Interact with students



Key Selection Criteria

- Demonstrated experience in developing, implementing and evaluating marketing, communications and public relations activities and promotional events
- Highly developed IT skills including Microsoft Office Professional, Adobe Suite, InDesign and Photoshop, website content management ie Wordpress
- Demonstrated outstanding writing, editing and proof-reading skills with strong attention to detail and a creative approach
- Excellent interpersonal skills with demonstrated ability to build rapport and interact effectively at all levels within the school
- Completed tertiary qualification, preferably in marketing and/or communications OR an equivalent level of expertise gained from a combination of education, training and/or experience
- Demonstrated experience in leading social marketing campaigns
- Demonstrated experience of developing successful marketing and communication strategies
- Proven track record in successful delivery and evaluation of campaigns
- Proven track record in building and managing relationships with a range of internal and external stakeholders including senior executive
- Ability to work to strict and tight deadlines
- Project management skills and experience

Accountability and Authority

- Accountability and authority for all administration tasks relating to communication and marketing in consultation with the School Leadership Team and Principal

Skills and Knowledge

- Highly developed level of written and verbal communication skills
- Well-developed influencing and negotiating skills
- Extensive Administration experience
- Advanced level of organisational and self-management skills, with careful attention to detail and a capacity to prioritise, meet deadlines and manage time effectively
- Excellent record keeping abilities
- Advanced level of computer applications including; Microsoft Office (Excel, Word, Powerpoint), Adobe (InDesign, Illustrator, Acrobat), PCSchool and social media
- High level of EQ and customer service skills
- Ability to effectively manage competing deadlines
- Able to show appropriate initiative
- Awareness of legal and compliance requirements

Attributes

- Flexible and adaptable
- Team player
- Contribute to strategic planning discussions
- Able to communicate effectively with external stakeholders and media
- Committed to lifelong learning
- Strategic Thinker
- Strong EQ and intuitive
- Demonstrates Integrity
- Innovative
- Analyse, interpret and draw conclusions



Pre-requisites

- A committed Christian/practising member of a major Protestant/evangelical denomination
- Committed to the principles of Christian schooling
- Current Working with Children Check
- Current Driver's License
- Completed tertiary qualification, preferably in marketing and/or communications OR an equivalent level of expertise gained from a combination of education, training and/or experience
- Current First Aid Certificate
- 5 years' experience or higher