



LONG BAY COLLEGE

Care, create, excel

JOB DESCRIPTION

26 January 2021

SUPPORT STAFF:

COMMUNICATIONS AND MARKETING SPECIALIST

NAME:

Hours of work: 40 hours per week

Weeks worked: 45 per annum

Flexibility during holiday periods and the potential to work from home as agreed with the Principal

Salary: \$50,600, commencing _____ (GRDD, Step __)

Type of contract: IEA

KEY OBJECTIVE: To ensure that the marketing and communication function of the school effectively and efficiently supports the achievement of the schools' goals and vision.

PRIMARY OBJECTIVE: To work with the Principal to market and promote the school.

OUR VISION: Personal excellence for global success

OUR VALUES: Respect, Care, Community and Creativity

	KEY TASKS	EXPECTED OUTCOMES
1	Brand management – effectively protect and manage the integrity of the school logo, brand elements, sub-brands and key messages.	The School brand and brand message is clear, consistently and professionally used and presented, and effectively supports the school's image. Educate staff so they are well informed of their role in communications issues regarding brand management.
2	Manage the Marketing/Communication budget	Closely track and manage all marketing related project budgets.
3	Manage suppliers	Ensure third party groups such as the design agency, photographers etc are well briefed of project expectations, project costs are managed, and products/materials produced are to a high standard.
4	Key messages are consistently used and applied	Messages in the community are consistent and align with the school's strategy.
5	Proactively support our relationships with key media networks with the aim of increasing community awareness of Long Bay College.	Support the development of strong, positive relationships with key journalists and media In conjunction with the Principal, the school's media relations effort through the identification of newsworthy stories and other activities, and initiate appropriate contact and processes with relevant media. Identify opportunities and issues that are likely to impact positively or negatively on the school's profile, and work with Management Team, to develop strategies to effectively resolve issues and minimise risk to the school's profile.

	KEY TASKS	EXPECTED OUTCOMES
6	Manage the school's annual advertising requirements to ensure the best promotional and advertising opportunities are maximised, raising the awareness and profile of the school.	Advertising needs are effectively and efficiently managed, meeting required expectations, timeframes and budget requirements. Advertising reflects the school's brand and image. Advertising effectively informs target audiences and conveys the relevant message.
7	Organise photo shoots around the campus as required. Coordinate photos of happenings around the school for newsletters and articles etc.	An up to date library of photos is maintained. Photos are appropriate for use in publications, newsletters etc.
8	Marketing publications and video management	Develop marketing publications that promote the core products of the school, and which support the schools' marketing strategies, plans and activities. Ensure high quality productions of the newsletter, magazine, Prospectus, video and other relevant marketing publications are produced, meeting expected timeframes, standards and budget requirements. Marketing publications and other materials accurately reflect the school's unique education and brand identity. Publications may include but are not limited to: <ul style="list-style-type: none"> • Electronic newsletter – support needed with gathering news items • Assist Senior Leadership with the Annual Report. (T1) • Manage the production of the College Prospectus (T2) • Manage the production of the College Yearbook (T3 & T4) • Assist Senior Leadership with the College Academic Guide (T2 & T3) • Assist Senior Leadership with the College's Student Guide (T3 & T4)
9	Co-ordinate the production of the College Prospectus.	The Prospectus is of a high standard and communicates the College's key marketing messages. Liaise with Senior Leaders about content, complete photography shoot, develop copy, manage the publication from end to end to achieve a quality book.
10	Co-ordinate the production of the Yearbook.	Yearbook is of high standard, covers all aspects of school life, and is delivered to the school on the due date. Manage the Yearbook budget, Liaise with all Faculties for photos and text Liaise with the design agency to produce a quality book.
11	Support enrolment events	Assist Senior Leaders with the creation of materials and presentations for enrolment related events.

	KEY TASKS	EXPECTED OUTCOMES
12	Support school key events	<p>Provide guidance and support event project leaders to ensure events are 'on brand'</p> <p>Help produce marketing and event materials – programmes, advertising materials.</p> <p>Book photographers as needed. Events may include:</p> <ul style="list-style-type: none"> • Arts Awards • Sports Awards • Academic Excellence Awards • Careers Expo • A variety of performing arts and sports events • Alumni Sports Day
13	Facilitate market research as requested by the Principal.	Information is collected and presented to the Principal.
14	Prepare regular electronic newsletters throughout each term	Electronic Newsletter is delivered to the community twice per term or as requested by the Principal.
15	Maintain the College's website: www.longbaycollege.com	<p>Website is regularly reviewed and updated to ensure accuracy, is professionally presented and consistent with branding/key messages.</p> <p>Manage/prioritise on-going web development projects.</p> <p>Liaise and manage the relationship with web suppliers.</p> <p>Coordinate/communicate web management and issues with suppliers and through Senior Leadership, Systems Information and Reception.</p>
16	Maintain College social media: Including Facebook (3 pages), Instagram & YouTube accounts.	Social media pages are current, with daily activity that connects with/informs our school community and wider community.
17	Manage content via the School App	Create and manage content for the School App, assist with on-going development.
18	Ensure the College electronic noticeboard has the latest news.	Electronic notices are "up to the minute".
19	Manage the production of College's stationery as required.	Liaise with Principal's EA and Office Manager on the production of stationery as required, delivered within budget and expected timeframes.
20	Maintain contact with College Alumni	Maintain College Alumni database and contact with ex-students. Proactively communicate with alumni to create engagement.
21	Manage a student Communications Portfolio	Develop a Student Comms team to assist with content and photography throughout the school year.
22	Liaise with and provide marketing support to the International Department	<p>Ensure a consistent brand message is delivered throughout both International and Domestic stakeholders.</p> <p>Assist with the development of marketing collateral, both printed and online.</p>

REPORTING TO: The Business Manager

RESPONSIBLE TO: The Principal

PERSONAL SPECIFICATIONS:

1. A marketing or communications degree or relevant experience is desirable.
2. Desktop publishing skills, knowledge of Photoshop and InDesign is desirable.
3. Confident learning and using a range of software such as Mailchimp, WordPress
4. Excellent communication skills, including a high standard in writing and grammar.
5. Confident managing suppliers.
6. Confident using a camera/taking quality photographs.
7. The ability to form interpersonal connections and motivate others.
8. The ability to work in a team with a common goal and but to also work autonomously
9. Have a high level of self-motivation coupled with flexibility
10. Excellent time management skills.
11. Have a positive attitude and a genuine desire to see students celebrated
12. Genuinely believe in State co-educational schools
13. Have the ability to maintain strict confidentiality.
14. Enjoy working with young people.
15. To be able to gain the confidence and respect of students in order to influence their behaviour/outcomes.
16. To be a positive role model for students by:
 - a. Maintaining personal standards of dress and presentation appropriate in an education environment
 - b. Observing professional standards of behaviour at all times while at school or on school-related activities.
 - c. Valuing excellence and personal achievement.
 - d. Demonstrating a commitment to the welfare of others.

ACCOUNTABILITY:

To participate in an annual self-appraisal, which will be designed to highlight personal strengths and achievements, identify any professional development needs and help focus on the key tasks and responsibilities required by this position.

JOB DESCRIPTION APPROVED BY:

_____ Date_____

_____ CJ Healey, Principal Date_____

NOTE: This job description is intended to focus on the important tasks and responsibilities of this position. It is not an exhaustive list of all activities which in any way limits the tasks and responsibilities to only those described above.