St Leonard's College

General Staff
Position Description

POSITION TITLE:	Marketing and Communications Manager
DATED:	March 2018
REPORTS TO:	Principal
DIRECT REPORTS:	Digital Marketing Assistant and Graphic Designer and Communications Assistant
Prepared by:	Head of Human Resources

POSITION PURPOSE

The Marketing and Communications Manager is responsible for developing, implementing and evaluating the College's marketing and communication programs to maximise advocacy for the College and ensure quality engagement with all stakeholders.

As this role will be heavily involved with the preparation and review of written communications across the College, it is expected that the successful applicant will be a highly skilled writer.

POSITION STATUS

This is a permanent full time position, with four weeks annual leave plus College closure days, usually four per year.

WORKING RELATIONSHIPS

- Digital Marketing Assistant
- Graphic Designer and Communications Assistant
- Director of International Relations
- Registrar and Admissions Department
- Principal
- Heads of School
- Community Coordinator
- Alumni Relations Manager/Foundation Secretary
- Executive Team
- This role also requires liaison with a wide range of stakeholders including external service providers, current and past students, parents, staff and the wider College community.

DUTIES AND ESSENTIAL JOB FUNCTIONS

Functions	Measures of Success
GENERAL	
Develop, implement and monitor the College's marketing and communications strategies in collaboration with the College Principal.	Marketing and Communications are developed and implemented in line with College objectives
Manage the marketing budget in conjunction with the Principal, ensuring spend is proportionate to coverage achieved.	Annual marketing spend is maintained at or under budgeted levels and provides for effective coverage

Assist and provide advice on matters of policy relating to marketing and communications.	College policies are accurate, relevant, timely and adhere to industry best practice.
Provide advice, feedback and recommendations on matters that may impact upon the College's reputation.	Provided in a timely manner.
In addition to the Principal, as directed, report to the College Executive on the effectiveness of marketing and communications campaigns.	Provided in a timely manner.
OPERATIONAL	
Act as the central point of contact for all internal stakeholders seeking support with regards to marketing, communications or PR issues.	Marketing Support Request logs are monitored and Marketing Department workflows managed to allow for timely completion of all tasks to a consistently high standard.
Maintain the College Standards Manual. Provide guidance and assistance to staff and other internal stakeholders in using the Standards Manual.	Staff are aware of and actively use all available channels to engage the services of the Marketing Department.
Devise and execute the College's Master Content Calendar. The Content Calendar contains a schedule of content and collateral to be generated for all platforms, as well as a list of important events/projects and associated tasks.	Content Calendar is populated ahead of time and content is created and published across all platforms in a timely manner and to a high standard of execution.
Manage the College's photography and videography requirements.	Direction is provided to the Digital Marketing and Graphics Design and Communications assistants and external providers are engaged to cover all major events.
Manage the College's relationships with third-party suppliers, including negotiation of services with designers, printers, mail house, publishers, media agencies etc.	Contracts and provision of services are negotiated in the interests of the College. Agreements are cost effective and service providers deliver high quality results to deadline.
Manage the ongoing functionality and content of the College website.	Website is operational and fully functional and content is accurate, relevant and timely.
Proactively lead the planning, implementation and evaluation of marketing and communications strategies for projects and events.	Stakeholders are engaged in a timely manner. Events/projects and associated collateral are delivered on-time and to a high standard of execution.

COMMUNICATIONS	
Production of regular publications, including biannual magazine, Annual Report, weekly newsletter and annual calendar. Includes sourcing, writing and editing copy and images, and managing design, print and distribution.	Publications are produced and distributed on time, to a high standard and in line with corporate image guidelines.
Production of annual College yearbook (approx. 200 page), including sourcing and editing copy and images from a range of stakeholders, and managing design, print and distribution.	Yearbook is produced and distributed on time, to high standard and in line with corporate image guidelines
Create, develop and publish social media content in line with the content calendar. Manage the College's social media presences to ensure community contributions are appropriate.	Social media platforms remain lively and are frequently updated with engaging content.
MARKETING	
Manage College's marketing program, developing and executing marketing strategy across traditional and digital media.	Direction is provided to Digital Marketing Assistant and marketing strategy is developed and executed in line with College objectives.
Create and maintain media schedule, assessing advertising requirements and relevant opportunities.	Media scheduled is created and maintained in line with marketing strategy.
MARKET INTELLIGENCE	
Conduct market research to inform the College's strategic marketing objectives.	Principal is informed as to strengths, weaknesses, opportunities and threats.
Source information on other independent schools and the independent school sector generally to assist the Principal and Registrar with benchmarking and analysis.	Principal is kept informed about developments at competitor schools, as well as in the independent school sector.
PUBLIC RELATIONS	
Keep the Principal abreast of all media opportunities.	Reported in a timely manner.
Write copy for media releases, and act as the College's liaison with key media outlets to maximise positive exposure and minimise risk/damage.	Representation of the College in the media is accurate and positive
Act as the Communications Officer in the College's Emergency Management Team.	Attend training as required.

OTHER FUNCTIONS AND RESPONSIBILITIES

- Attend College functions as directed (some are outside regular working hours).
- Any other tasks as deemed appropriate.

QUALIFICATIONS AND SKILLS

- Tertiary qualifications in Marketing, Communications, PR, Business Management OR an equivalent level of expertise gained from a combination of education, training and/or experience.
- 2-3 years' experience in a similar role.
- Demonstrated experience in developing, implementing and evaluating marketing, communications and public relations activities and promotional events.
- Highly developed IT skills, including Microsoft Office Professional and Adobe Suite – InDesign, Photoshop, Illustrator, Audition and Premiere.
- Demonstrated outstanding writing, editing and proof reading skills with strong attention to detail and a creative approach.
- Extensive experience briefing design/creative agencies and managing the design/marketing collateral process.
- Excellent interpersonal skills, with demonstrated ability to build rapport and interact effectively at all levels within the College.
- Ability to work to tight deadlines.
- Ability to work under pressure to manage multiple projects and competing deadlines in a busy, fast-paced environment.
- Experience working as part of a cohesive team, and leading by example.
- Exceptional client service.
- Project management skills and experience.
- Understanding of social media and the digital marketing landscape.

GENERAL RESPONSIBILITIES

All staff are to be supportive of the St Leonard's College Mission Statement and to enhance the school's reputation as one which is a warm and caring environment, characterised by efficiency, professionalism and a willingness to meet the individual needs of those within its community.

It is a condition of employment that all staff provide a Criminal Record check (if requested) and Working with Children Check (WWCC) or Victorian Institute of Teaching (VIT) before their position will be confirmed.

- The College:
    - is an equal opportunity employer;
    - complies with the requirements of the Privacy Act;
    - has a strong commitment to OH&S;
    - will not tolerate harassment of any kind.
- College Standards - all staff are expected to actively support the following standards;
    - Communication – effective, helpful and positive.
    - Confidentiality – Protect the privacy and confidentiality of all personal information (staff/families/students).
    - Teamwork – work together as a team to achieve the best results. Share information and collaborate across all sections of the College; trust, respect and support.
    - Accountability – we do our work with honesty, integrity and enthusiasm.
    - Performance – we perform to the best of our ability.
    - Initiative – looking for opportunities to improve the way we work; flexible, adaptable and efficient.

Child Safety and Protection Responsibilities

St Leonard's College is committed to the safety and wellbeing of our students.

The College has zero tolerance for child abuse and is committed to the protection of all children from all forms of child abuse. In this context, the College implements a comprehensive Child Safety and Protection programme across the entire College community.

All staff are responsible for understanding and applying the College's Child Safety and Protection Policy and procedures including being compliant with the Child Safety Code of Conduct and being proactive in reporting any concerns or identified risk.

Where students are under staff care, there is an obligation to take all practical steps to protect students where a risk to students' safety has been identified.