

## Marketing and Development Coordinator

The Marketing and Development Coordinator is appointed by the Principal and works closely with the Registrar, Community Development Coordinator and teaching staff as appropriate. The key role of the Marketing and Development Coordinator is to facilitate strong reputation management strategies across the school.

The Marketing and Development Coordinator is a member of a highly professional team who collaborates with College staff and members of the wider community to ensure the effective planning, coordination and delivery of appropriate images and messaging within the media and the broader community.

The Marketing and Development Coordinator takes on a role based on a model of Christian service. She/he derives authority from the Principal and is empowered and expected to participate in the implementation of the Vision of the College and be guided by the College values of compassion, justice, courage and joy.

### KEY RESPONSIBILITY AREAS

#### College Promotions and Marketing

- Ensure that the College marketing strategy is implemented, reviewed and updated as appropriate.
- Develop a promotional and advertising strategy with recommendations to increase reach in target audiences.
- Maintain an overview of trends in school promotions and ensure that the College strategy is current and effective.
- Lead the College Marketing Advisory Team, to work collaboratively to ensure the implementation of the marketing strategy which includes, but is not limited to:
  - Website
  - Enrolment communications
  - Photography
  - Advertising – online and offline
  - Marketing Initiatives
  - Social Media Communications
  - Primary School Relationships
- Lead professional learning activities with teachers to develop, with the Principal, a whole school approach to reputation management.
- Liaise with the relevant College personnel to ensure that enrolment publications (print and online) remain relevant, current and effective.
- Develop content plans, aligning with the school's core proposition, to ensure social media channels are updated weekly by appropriate staff.
- Assess the appropriateness of broadening social media communications.
- Assist the Registrar in developing a program to build and maintain relationships with feeder primary schools.
- Assist with and attend College events that promote its profile in the local community.
- Develop relationships with media partners to gain editorial exposure across key enrolment areas.
- In collaboration with the Registrar, coordinate and conduct College Tours
- Work with the Registrar and Assistant Registrar to identify and respond to enrolment trends.

- Work with the Communications officer regarding strategy and content for advertising and publications.
- Liaise with marketing consultants and communications consultants with regard to the College advertising and College communications.
- Manage publications and promotional materials for stock and relevancy, with regular updates scheduled.

#### **Lead Self and Others**

- Ensure memberships of appropriate professional associations are maintained
- Access professional learning opportunities for self and others within the team
- Develop networks with others in similar roles within the education sector
- Ensure the Communications officer is engaging with new and innovative ways of using technology and/or creative tools to best present the College in publications online and in print.
- Prepare information and presentations for the Principal and College Advisory Council

#### **College Newsletter Coordination**

The Marketing and Development Coordinator will liaise with the Leadership and the Marketing Advisory Teams in the production of the newsletter

- Work with the appropriate staff who are preparing the newsletter for publication
- Ensuring that the College is presenting a contemporary and inviting newsletter that maximises the design components of online software and formats
- Identifies appropriate article links for the College Website.
- Track readership and usage to ensure relevancy for target audience.

#### **Website Support**

- Implement web tracking (i.e., Google Analytics) to understand web traffic trends and campaign effectiveness.
- Maintaining the currency of the site (i.e., uploading, archiving and auditing materials on a regular basis)
- Conducting regular audits and quality assurance checks and liaising with relevant parties to maintain currency.
- Liaising with the web developers and the Principal regarding enhancements and functionality problems.
- Be available for some afterhours work as required to ensure currency and operation of website.

No position description can be entirely comprehensive. The Marketing and Development Coordinator will be expected to carry out other duties from time to time that are broadly consistent with the position description.

### **ACCOUNTABILITY**

- **Reports to:** Principal
- **Internal liaisons:** Office administration team, Marketing Advisory Team, ICT staff, Finance Office, teaching staff, students, parents, property maintenance staff and contractors
- **External liaisons:** Contractors/suppliers of college resources, appropriate media organisations.

### **CONDITIONS**

Conditions are as per the Catholic Education Multi-Enterprise Agreement 2022 and OLMC employment policies. This is an Education Support Employee Category A Level 4 position.

- **Hours of Work:** 8.00 – 4.06 pm (excluding at 30-minute lunchbreak)
- **Leave:** Four weeks annual leave

Note: Category A Education Support Employees would normally be expected to take their annual leave during the school holidays in two or three blocks (i.e. 1 week in the 2nd and/or 3rd term holidays and the balance during the Christmas holidays).

## **KEY SELECTION CRITERIA**

1. Commitment to the vision of a Catholic school and understanding of the Catholic Tradition.
2. Qualifications in marketing or equivalent area of expertise.
3. Highly developed communication and interpersonal skills and demonstrated experience in working with a range of stakeholders.
4. Excellent organisational skills and the ability to be, flexible, proactive and resourceful.
5. Ability to build and maintain relationships with external organisations.
6. Ability to work independently as well as being an integral part of the school community and appropriate teams.
7. Experience with a focus on the needs of secondary schools is an advantage.
8. Knowledge of the Victorian Educational system an advantage.
9. Must hold a current Working with Children's Check and Police Check.

Date: April 2025