

POSITION DESCRIPTION

Marketing & Communications Co-ordinator



POSITION OBJECTIVES

The Marketing & Communications Co-ordinator is directly responsible for securing and managing all advertising including print, radio and digital. This includes management of all event promotion including billboards, flag and banner displays, email banners, positive PR stories and media releases. The role is responsible for the College website, Social Media platforms, Style Guide documentation and communication. The overall objective is to develop and enhance a positive College story and maximise the breadth and depth of the College brand.

KEY RESPONSIBILITIES

Brand Management	<ul style="list-style-type: none"> • Ensure the College Style Guide is fully documented and maintained. • Educate and promote staff adherence to College Style Guide. • Ensure templates are developed and available for staff. • Monitor and approve all materials published for external view or use that carry the Mazenod College brand. • Update digital content of TV Displays for all Receptions. • Develop all promotional email banners.
Publications & Advertising	<ul style="list-style-type: none"> • Produce fortnightly newsletter – published during school term. • Liaise with key staff on overall design, timelines and content for the annual yearbook – Mazenodian, twice yearly glossy magazine, annual Year 12 achievement profile, prospectus and scholarship brochures. • Inform and liaise with key leaders and contributors on deadlines and content. • Manage all advertising campaigns print and digital. • Ensure all ads designed and dispatched per schedule. • Foster all key advertising partnerships.
Website & Social Media	<ul style="list-style-type: none"> • Manage editorial, content, and design on Mazenod College website. • Facilitate brand consistency with affiliate websites. • Manage style look and brand of College Portal (MazCom) • Manage editorial; content; and direction on all Mazenod College social media platforms including Facebook, Twitter, Instagram, LinkedIn, YouTube, Vimeo and Wikipedia. • Monitor and coordinate responses on all social media. • Alert and scale to Deputy Principal (Students) & Principal any activity of concern.
Media & Public Relations	<ul style="list-style-type: none"> • Liaise with external PR agencies and manage media contacts. • Positive PR <ul style="list-style-type: none"> ○ Prepare all media releases and content for editorial; arrange staff interviews. ○ Proactively contact journalists to secure stories. ○ Build positive relationships with key journalists. ○ Seek and encourage positive PR. ○ Ensure all PR achieved is promoted internally and externally to College stakeholder community. ○ Work with College Archivist to maintain a comprehensive media archive. • Negative PR <ul style="list-style-type: none"> ○ Assist in facilitating response during crisis management.

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	<ul style="list-style-type: none">○ Brief the Principal on all key developments.
Marketing & Event Promotion	<ul style="list-style-type: none">● Oversee a range of Mazenod College collateral including brochures, posters, banners, merchandise and marquees.● Oversee the production of all collateral including banners, posters, flyers, showbags, greeting cards and other items.● Liaise with printers and suppliers as required.● Develop a portfolio of House based collateral e.g. House banners, flags etc.● Develop a portfolio of Parent Support Group collateral e.g. banners, flags etc.● Work closely with Admissions Manager to promote, plan and manage Open Day and School Tours.● Consider logistics, formats, speakers, give-aways etc.● Produce appropriate promotional materials and collateral.
Relationship management	<ul style="list-style-type: none">● Foster quality relationships with all staff.● Work collaboratively with the Leadership Team to ensure the College meets its ongoing obligations.● Use consultative and collaborative approaches to solve problems, make decisions, develop and implement initiatives that promote wellbeing.● Chair and participate in teams as required.● Provide prompt, accurate and professional responses to all staff.
Professional Development	<ul style="list-style-type: none">● Commit to ongoing professional development in your area of work.● Be open to researching areas of interest relevant to directions provided in the school's strategic plan.● Continue development of ICT skills as technologies evolve.● Be an active member of a relevant professional association.
General Duties	<ul style="list-style-type: none">● Abide by the MACS Code of Conduct.● Contribute to a healthy and safe work environment for yourself and others and comply with all safe work policies and procedures.● Attend school meetings, conferences and after school services/assemblies, sporting events, mass, community and faith days as required.● Be available on call during the term break and other 'out of school hours' times for emergency situations that may arise.● Other duties as directed by MACS.● The College reserves the right to alter this position description as required to reflect emerging priorities.

SELECTION CRITERIA

Commitment to Catholic Education	<ul style="list-style-type: none">● A demonstrated understanding of the ethos of a Catholic school and its mission.
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KEY RESPONSIBILITIES

	<ul style="list-style-type: none">• An understanding of the mission and vision of the College.
Commitment to Child Safety	<ul style="list-style-type: none">• A demonstrated understanding of child safety.• A demonstrated understanding of appropriate behaviours when engaging with children.• Be a suitable person to engage in child-connected work.• Must hold or be willing to acquire a Working with Children Check Card and must be willing to undergo a National Police Record Check.
Education and Experience	<ul style="list-style-type: none">• Appropriate tertiary qualification in journalism/media.• Experience in working with and achieving agreed annual targets.• Demonstrated knowledge of sound journalistic technique and writing style for web and for print.• Excellent interpersonal skills, with demonstrated ability to build rapport and interact effectively at all levels within an organization.• Excellent oral, verbal, and written communication, writing and editing skills, together with a creative approach.• Demonstrable capability in using a variety of social media.• Strong organisational and time management skills, with an ability to prioritise tasks, meet deadlines, work well under pressure, and manage competing tasks with a high level of attention to detail.
Skills and Attributes	<ul style="list-style-type: none">• Ability to work as part of a team with the ability to cultivate credibility, respect and honesty.• An ability to develop rapport with staff at all levels.• Presents a professional and positive demeanour and is a solution orientated person.• Proven ability to work collaboratively and energetically by demonstrating initiative and a willingness to accept responsibility.• Demonstrates respect for and acceptance of difference in staff.• Well-developed decision-making skills and demonstrated ability to think strategically and analytically.• Demonstrated ability to lead initiatives and present effectively to a variety of audiences.

Position Description Approved (date): August, 2022

Position Reports to: Development Manager

Job level/classification: In accordance with the VCMEA 2018

Document Control

Date:	Summary of key changes:	Approved by:
August 2022	Updated Template	College Executive