



St Catherine's School

Waverley

*An Anglican day & boarding school for girls,
Kindergarten to Year 12. Founded in 1856.*

Position: Media Manager

Responsible to:	Headmistress
Reporting to:	Director of Community Relations
Effective date:	April 2014

Primary purpose of the position:

The Media Manager is responsible for all matters relating to the development, implementation and management of communication and media strategies aiming to promote and raise the profile of St Catherine's School. The media manager oversees the media and communications team, reporting to the Director of Community Relations.

Major Responsibilities:

Management

- Mentor and manage the media team
- Develop and implement a media strategy to enhance the school's profile.
- Manage media enquiries so as to promote and uphold the reputation of the School.
- Oversee communications across the school, upholding the schools' corporate image.
- Maintain and revise the school's style guide and ensure that all communications adhere to it.
- Compile and manage Annual Publications Calendar
- Manage media budgets, media payments, purchase orders and execution of media plan in consultation with the Director of Community Relations

Media

- Develop and maintain relationships with a range of media professionals for the purpose of promoting the school community.

- Coordinate the school's internal and external communications for publications, newsletters, promotional materials and online use, including media releases and responses.
- Prepare advertising material and work with agencies as required.
- Develop and implement advertising plans.
- Negotiate with vendors and other media for publicity.
- Prepare and distribute media releases and statements for the final review by the Headmistress or her delegate.
- Research topics, contacts and interview sources to create communications for a range of output platforms.
- Make decisions about the specific content of publications in accordance with editorial policies and guidelines.
- Produce content for TV, radio, web, mobile or emerging platforms.
- Monitor media and advise the headmistress of current events with potential impact on the school and education.
- Produce marketing materials, including the production of advertising campaigns, for TV, radio, web, mobile or emerging platforms.
- Take photographs at events or as required.
- Oversee the record of all media articles and production material on St Catherine's School for archives and oversee the maintenance of the photographic database.

Other duties:

- Ensure the school remains current with and adaptable to new media and technologies as they become available. Comply with the schools policies and procedures as well as Health and Safety requirements.
- Participate in training when required.
- Support the Christian ethos of the school.
- Attending functions out of regular working hours may be required.

Undertake other duties as required by the Headmistress

SELECTION CRITERIA

The success candidate will possess the following skills and abilities:

- Expertise in news-gathering, writing, editing and some form of media production
- Strong ICT skills
- Proficiency in using online publishing systems
- Proficiency in Microsoft Office suite, and Adobe Creative Suite would be viewed favourably.
- Skills in problem solving, setting priorities, delegating, giving guidance and direction, coping with pressure and deadlines and multi-tasking
- Ability to function effectively in a complex, creative environment with a wide variety of personalities and communities
- Excellent writing and proof-reading skills including knowledge of the mechanics of standard English grammar and proofreader's marks

- Attention to detail ensuring an exemplary professional standard is maintained
- Ability and commitment to generate original stories
- Strong written and oral communication and presentation skills
- Experience in the use of social media as a newsgathering/research tool and to connect to audiences.
- Support for the Christian ethos of the school.
- A tertiary qualification in media, communications, PR, marketing or relevant discipline and at least 5 years relevant experience would be desirable