



MARKETING & COMMUNICATION MANAGER – ESO GRADE 6

St Paul's College, as a Catholic School in the Edmund Rice tradition, contributes to the development of young people through education and their formation of Christian virtue and conscience.

We are an integral part of Edmund Rice Education Australia and its endeavours to promote quality Catholic Education based on its Charter through leadership, service and co-responsibility. We believe in the inestimable worth of every human individual, for each is made in the image of God and is a reflection of God's goodness.

The Marketing and Communication Manager at St Paul's College is pivotal in the promotion of the College to the wider community and to enable the public relations/marketing and communication aims of the College both internally and externally. This will be achieved by working collaboratively to retain and enhance the Vision, values and heritage of St Paul's.

The Marketing and Communication Manager reports to and advises the Principal.

Key Internal Relationships: Enrolment Officer, Network Manager, Business Manager, Deputy Principal, TTC Manager, Members of the Leadership and Executive Teams as necessary, Staff responsible for specific events, activities and initiatives as necessary.

Responsibilities are aligned with the South Australian Catholic Schools Enterprise Agreement 2013.

OUR VISION

At St Paul's we enable each student to fulfil their God given potential through active participation in an authentic Catholic education.

This vision seeks to create a culture of **C.A.R.E.**:

- Compassionate and caring individuals
- Authentically Catholic and following in the footsteps of Edmund Rice
- Respectful of each individual's story and responsibilities
- Enthusiastically striving for excellence together.

KEY RESPONSIBILITIES

PROFESSIONAL RESPONSIBILITIES

- Operate in accordance with the St Paul's Code of Conduct
- Participate in professional development activities which lead to improved student outcome and strengthen the professionalism of the ESO
- Maintain currency of all mandatory WHS certification
- Attend school staff meetings as required
- Attend whole staff community events such as Liturgies, Assemblies and Masses.

CUSTOMER SERVICE

Consistently and effectively:

- Ensures all customers are treated as their number one priority
- Actively seeks to provide solutions for customers
- Meets minimum agreed Customer Service standards.

WORKFLOW MANAGEMENT

Consistently and effectively:

TEAM CONTRIBUTION

Consistently and effectively:

- Contributes to a positive and vibrant workplace
- Seeks to help others and is seen as a 'Team Player'.

MARKETING

- Develop, implement and evaluate a strategic marketing plan for St Paul's College, and systematically implement the plan in consultation with the Principal
- Promote the College by identifying opportunities, and formulating and circulating appropriate publicity material, including media releases
- Develop an annual advertising schedule, particularly in relation to enrolment targets
- Liaise on an ongoing basis with the Enrolment Officer regarding enrolment trends
- Oversee the collection of professional photographic records of College life for promotional material
- Prepare public relations and school promotional activities ad/or materials, including for primary school/kindergarten/childcare centres
- Source College marketing merchandise and related resources
- Stay informed on and involved in educational marketing trends and networks.

PUBLICATIONS & COMMUNICATION

- Develop, implement and evaluate a plan for external communication mechanisms and protocols, and advise on, oversee and evaluate the design and effectiveness of the College website as a hub for and source of both static and changing information to the school and wider community
- Monitor and advise on the management and updating of the College website
- Provide advice and information on the effective use of Social Media by the school and collaborate in its introduction
- Advise on, oversee and evaluate the design and effectiveness of official publications (print and electronic) to parents and the community, including:
 - College Newsletter and associated information bulletins;
 - Prospectus and associated information documents eg Scholarship information, Co-curricular program flyer, in collaboration with staff members providing that information
 - Other publicity materials
- Oversee and collaborate in the establishment of a template for the production of the College Annual
- Determine standards of styling for other College documentation, publications and signage
- Develop, maintain and provide to staff a style guide and templates for staff use
- Provide advice to staff with print projects in relation to quality and consistency of brand image
- Be the point of contact for the provision of material such as photographs as agreed, for relevant external organisations eg EREA, CESA.

COMMUNITY EVENTS

- Coordinate the promotion of and oversee College marketing events including Open Days/Evenings in liaison with the College Leadership and Executive Teams
- Principal and School Tours in collaboration with the Enrolment Officer
- Promotional events or initiatives as may arise
- Provide promotional advice and public relations support to staff responsible for specific events, such as the Speech Night, Music Concert, Pedal Prix
- Liaise with various organisations within and outside the College, including parishes, schools and local community groups in relation to providing enrolment and promotional information
- Support the development of an Old Scholars' database, and work with the Principal in identifying opportunities for the development of an Old Scholars' network
- In collaboration with members of Executive and Leadership, identify and implement processes for surveying and seeking feedback from the community and other stakeholders to provide information for planning, inform marketing priorities, and to meet government compliance requirements
- Attend selected school events, as necessary.

OTHER

- Prepare and monitor the marketing budget
- Advise the Uniform committee on consistency in colour and style
- Perform any other duties as required from time to time by the Principal
- Comply with all relevant policies and procedures.

SPECIFIC REQUIREMENTS

QUALIFICATIONS AND TRAINING

The Marketing & Communications Manager will have:

- Tertiary Qualification in Marketing or a related discipline or equivalent experience which provide a wide range of skills in areas of communication, public relations and marketing
- Excellent working knowledge of Microsoft Office products and Adobe Suite products and develop skills in other relevant programs/software eg web page
- Up to date awareness of school information and events
- Familiarity with the education sector and an ability to support the Edmund Rice and Catholic Education ethos
- The ability to maintain confidentiality and an understanding of the Privacy Act and its implications
- Excellent communication skills – both written and oral
- Excellent interpersonal skills, including the ability to work effectively with people of all ages, in particular the student body and members of the College communities
- High quality administrative skills with the ability to manage a number of competing tasks simultaneously and to meet deadlines
- Excellent graphic design capabilities to allow for the efficient production of newsletters, flyers and other promotional material either internally or externally
- Able to show initiative, common sense and problem solve in own function area and co-ordinate duties for special events
- Demonstrated track record of developing, implementing, evaluating marketing and communication strategies, conducting promotional campaigns and managing marketing budgets
- A willingness to cooperate with the College in all areas of legal obligations relating to schools eg Work Health & Safety, Privacy legislations and Responding to Abuse and Neglect Notification
- Current motor vehicle driver's license
- First Aid for Schools and Centres, OR Senior First Aid Certificate (if nominated First Aid/ Health Care Officer)
- Approved Responding to Abuse and Neglect training
- Police Clearance to work in Catholic Education SA
- Perform any other duties as required from time to time by the Principal.

ORGANISATIONAL RELATIONSHIPS

Reports to and advises the Principal.

Internal Relationships: Principal, Leadership and Executive Teams, Teaching and Non-Teaching staff at the College.

External Relationships: Members of the College community, Old Scholars, Catholic Education Office, EREA, Schools & Parishes and the general public.

WORK HEALTH & SAFETY RESPONSIBILITIES

Consistently and effectively

Supports the implementation of a proactive WHS environment through the following areas:

- Support the development and maintenance of a best practice WHS culture within their workplace.

This role is deemed to be a *Worker* under the South Australian Work Health and Safety (WHS) Act 2012.

As a *Worker*, while at work you must –

- Take reasonable care for your own health and safety
- Take reasonable care that your actions or omissions do not adversely affect the health and safety of other persons

- Comply, in so far as you are reasonably able to, with any reasonable instruction given by the employer
- Cooperate with any reasonable policy or procedure of the employer that is related to health and safety at the workplace that has been notified to workers
- Encourage colleagues and others on the worksite to adhere to safe work practices.

Reference: Division 4, Section 27 and 28 WHS Act 2012

Legal and Policy Requirements

- Comply with all relevant policies and procedures
- Improve systems of work and safe practices.

Plans and Budgets

- Implement relevant actions in WHS plans as required by your supervisor.

Performance and Training

- Participate in relevant WHS training programmes
- Provide appropriate WHS training for persons using designated areas.

Risk Management and Hazard Control

- Report hazards and unsafe workplace practices associated with the workplace to their supervisor
- Suggest improvements or recommend changes to avoid, eliminate or minimise workplace hazards.

Incident Reporting and Investigation

- Report work related injuries and incidents in accord with the Catholic Church Safety Manual
- Participate in the investigation of potential hazards, dangerous occurrences WHS incidents and near misses in accord with the Catholic Church Safety Manual.

Consultation

- Raise WHS issues with their work colleagues, supervisor, or local WHS committee and assist with their resolution
- Regularly discuss WHS issues with other staff at staff meetings
- Regularly consult with colleagues on WHS issues, and actively participate in WHS committees if required.

Monitoring

- Monitor and evaluate their WHS performance
- Monitor the health, safety, and well-being of work colleagues to ensure they can undertake their work safely
- Participate in workplace WHS inspections/audits, and assisting in the maintenance of WHS facilities, resources, equipment and information.

ACKNOWLEDGEMENT

I have read and understand the requirements of this position. I acknowledge that this position information document has been designed to indicate the general nature and level of work performed by the incumbent and is not a comprehensive listing of all responsibilities, tasks and outcomes.

Employee: _____ Principal: _____
 (PLEASE PRINT) (PLEASE PRINT)

Signature: _____ Signature: _____

Date: _____ Date: _____