

Position Description – Marketing & Communications Coordinator

DEPARTMENT	Administration
REPORTING RELATIONSHIPS	Executive Principal, College Registrar
DIRECT REPORTS	Assistant to the Marketing & Communications Coordinator
OTHER KEY RELATIONSHIPS	Executive Principal, Executive Team, Summit Team, College Staff, Parents and External Entities for all entities across the Calvary Education Group
STATUS OF EMPLOYMENT	Full-Time
AWARD	Educational Services (Schools) General Staff Award 2020
CLASSIFICATION	Level 6

MAIN PURPOSE

The Marketing & Communications Coordinator is responsible for the development and implementation of strategic marketing and communication, graphic design, social and digital media and events across all entities within the Calvary Education Group.

ESSENTIAL REQUIREMENTS

- The ability to demonstrate a Christian worldview and actively support the Christian ethos of the College.
- A positive notice Working with Children Check Blue Card.
- Relevant tertiary qualifications in marketing or communications and/or relevant experience.
- At least 3 years' experience in a similar role.
- Demonstrated high level of interpersonal skills and the ability to communicate effectively, both verbally and in writing, to develop strong relationships with a diverse range of people.
- Proficient level of computer literacy with proven high-level capacity with technology and equipment relevant to marketing and communications.
- Thorough understanding of and proficiency in MS365 (Teams, Word, Outlook etc), graphic design programs (Adobe Creative Suite - Illustrator, Photoshop, Indesign etc) and video editing programs (Adobe Premiere).
- Proven ability to apply understanding of online and social media marketing practices.
- Basic knowledge and understanding of content management and CRM systems.

KEY DUTIES AND RESPONSIBILITIES

Responsibilities outlined within this Position Description will apply to the entirety of the Calvary Education Group (CEG) as it currently exists (Calvary Christian College and Eaton College) and includes additional entities that may be appended in the future, however the Marketing & Communications Coordinator will be employed directly by Calvary Christian College.



- Development and implementation of marketing and communication strategies to increase awareness and engagement.
- Graphic design and dissemination of marketing materials (printed and digital) in line with the College's style and branding guidelines.
- Plan and schedule advertising and promotions within allocated budget.
- Liaise with Executive and Teaching Team regarding the promotion of events.
- Development of design templates e.g. certificates and awards, social media, etc in line with the College's style and branding guidelines for use by Team.
- Management of 'Marketing Service Request' system.
- Copywriting and content development in line with the Education Group's values and tone.
- Website monitoring and maintenance.
- Social media management across multiple platforms – Facebook, Instagram, LinkedIn etc including scheduling posts, monitoring engagement, and analysing performance metrics.
- Development of media releases and relations.
- Coordination and execution of marketing events, such as enrolment events, College events, information sessions, tours and official opening ceremonies.
- Support with College events i.e. NAIDOC, Careers Week, Harmony Week etc.
- Assist with the development and execution of market research.
- Coordinate professional photoshoots and videography.
- Undertake 'in-house- photography and videography for use on social media, websites etc.
- Liaise with the College's Project Manager in relation to colour selection for building projects in line with the College's style guide.
- Administration duties – scheduling meetings, managing calendars, obtaining quotes and ordering items.
- Perform other duties as assigned by the Executive Principal and Executive Team.

OTHER REQUIREMENTS

All Team Members are expected to:

- Convey to the public a positive image of the College.
- Contribute to a pleasant and enjoyable work environment.
- Demonstrate an awareness of and commitment to the College's Christian mission, vision and values.
- Understand and abide by the Code of Conduct and all other College policies and procedures.
- Understand and uphold the College's Christian worldview as set out in the "Upholding Calvary Christian College Beliefs" and the "Statement of Affirmation of the Australian Association of Christian Schools".
- Maintain an understanding of the Workplace Health and Safety and Safety Standards of the College, in consultation with the College's Workplace Health and Safety Representative.
- Participate in team training, social events and development activities to assist in the achievement of positive, Christian organisational culture and individual/work goals.
- Have no contact with any enrolled student via social media (excluding immediate family members).
- Maintain confidentiality in all matters related to the College, its employees, students, parents and others at all times.
- Carry out other duties from time to time as required.

APPRAISAL & REVIEW

- Participate in annual appraisals conducted by your Director/Manager or their delegate.
- Conduct annual appraisals of the Assistant to the Marketing & Communications Coordinator.

NOTE

The purpose of this position description is to serve as a general overview and summary of the major duties and responsibilities of the role. It is not intended to be all-inclusive and the position may be required to perform other work duties not specifically detailed. Calvary Christian College reserves the right to modify this job description depending on the operational requirements of the College. All College employees are ultimately responsible to Senior Executives or their delegate.

Status:	Approved
Authorised By:	Rebecca Miller
Last Updated:	April 2024
Supersedes:	2017.1 Marketing Coordinator