

ROLE DESCRIPTION

MARKETING COMMUNICATIONS OFFICER

POSITION

Marketing & Communications Officer

ROLE

The position's objective is to initiate, maintain and deliver on innovative marketing and communications strategies of the College and its entities, ensuring the highest profile is achieved and maintained. The role is also responsible for the overall production and oversight of the style and quality of all internal and external communication, writing and editing articles, media releases, publications and the College website of Marist College Ashgrove

LOCATION

The Marketing & Communications Officer will be located in the Tower Building.

RESPONSIBLE TO

The Marketing & Communications Officer is responsible to the Head of College.

FUNCTIONAL RELATIONSHIPS

Prime responsibility to Head of College and Deputy Head of College and other members of the College Leadership Team, as appropriate.

POSITION OBJECTIVES

To initiate, maintain and deliver on innovative marketing and communications strategies of the College and its entities, ensuring the highest profile is achieved and maintained through the production and writing of high-quality communications and publications to both internal and external stakeholders.

SPECIFIC JOB REQUIREMENTS

The Marketing and Communications Officer will be expected to:

- Promote the College's reputation as an outstanding school for boys, both academically and in terms of all-round development.
- Encourage enrolments by boarders and day students at the primary and secondary level.
- Enhance and protect Marist College Ashgrove's 'brand', which is associated with long-term integrity and a commitment to educational excellence.
- Undertake the writing of articles, contributions and stories for marketing and all forms of communication media.
- Help represent the 'public face' of MCA's at functions that market the College.

- Manage the College's presentation in the media so that the reputation of the College is enhanced and reputational risk managed. Research, write and edit copy for College Media releases, marketing collateral, publications and other communications.
- Work alongside graphic designers and photographers in the production of written collateral for the College and its entities.
- Work with the Community Engagement Officer to ensure that approved College writing style is evident in all external communications collateral.
- Promote the College on the Net, social networking sites and generally using contemporary electronic means.
- Control the production of effective advertising of the College to promote enrolments.
- Advise the CLT on ways and means to expand and protect market share and manage initiatives to this end.
- Research and implement strategic and operational marketing plans.
- Possess necessary industry contacts to outsource various marketing initiatives.
- Overseeing the College's marketing budget.
- Ensure brand and messaging quality and consistency and establish guidelines to apply across all departments, activities and events at the College.
- Provide staff leadership to the department in all respects, including hiring, day-to-day management and motivation of marketing staff and contractors, ensuring professional development and excellence.
- Have proven expertise in event management.

KEY TASKS

Marketing Communications:

1. Copy Editing and Communications

- i. Preparing, distributing and monitoring correspondence related to the internal communications of the College, particularly marist@marash emails and email correspondence to the community;
- ii. Assisting in the production and publications of major College documents including the College Calendar, Quarterly College Journals, Business Directory, Blue and Gold, NASSAB review, Annual Reports, MCA College Prospectus, College Student Diary, Funding and Grant applications, policy writing and any other College and various event publications as directed by the Head of College.
- iii. Write, publish, proofread and adjust any notices being uploaded to the MCA College App for communications consistency. Proofreading and Editing of College Letters, Articles, Newsletters, Website material etc.
- iv. Maintenance of style guide, colours, branding/written, communication.
- v. Regular distribution and maintenance of information within the College App.
- vi. Providing ideas and input into the development of new e-marketing materials
- vii. Management of the Publications Officer – Manage their day to day activities and provide strategic direction.

- viii. Produce, and support the production of MCA's promotional materials, resources and documents using MCA branding templates, in consultation with internal clients, including liaising with external printers and suppliers.

2. Marketing collateral and publicity material

- i. Writing and producing marketing material (brochures, posters, flyers etc) for the College's programmes, liaising with the relevant staff to update content as necessary; sourcing student and alumni testimonials; liaising with in-house and external designers for all production issues
- ii. Preparing marketing collateral for the College's corporate relations activities.
- iii. Preparing PowerPoint presentations for senior academics at events and conferences
- iv. Write and produce media plans
- v. Responsible for the College's publicity stands and other event support material- ordering new stock as required and ensuring the supply of stock to events
- vi. Selection and ordering of promotional merchandise for exhibitions and for use as corporate gifts
- vii. Managing the stock of all marketing collateral i.e. brochures; creating systems to identify when stock needs to be replenished
- viii. Public Relations
- ix. Liaison with academic and administrative staff to request and collate information for in-house publications
- x. Proactively searching out information for PR purposes and writing press releases
- xi. Liaison with, and providing information to, the media and arranging interviews with members of staff where necessary Updating the College's social media accounts
- xii. Updating information about the College on external websites and directories
- xiii. Maintaining a photo library and arranging external photo shoots and filming with placement students and alumni as well as in-house photo shoots with College staff and students

3. Advertising (printed media, outdoor and new media)

- i. Book, design and track advertising for the College as required
- ii. Creative input into new advertising campaigns
- iii. Proofreading, copy writing, editing copy and information collection

4. Events

- i. Assistance and coordination at Open Days
- ii. Marketing support for the College's events
- iii. Coordinating College events in relation to major accreditations and audits

5. Market analysis & planning and new programme development:

Create marketing plans: gathering market intelligence and working with the Head of College to analyse results in relation to the College's marketing plans. Supporting the

Head of College in researching, planning, and coordinating the Colleges' boarding recruitment, liaising with relevant parties both internal and externally.

6. Market Intelligence:

Gathering information on competitor schools and programmes. Also gathering information on our programmes for use in rankings and other forms of market analysis.

7. College Photographer:

Photographing around the College various activities including Saturday AIC sport, Interhouse events, House Sport Carnivals, significant days in the College Calendar eg Inaugural Mass, Champagnat Day, ANZAC Day March, and other College events in order to project the brand of Marist College Ashgrove.

From time to time, you be required to undertake other duties of a similar nature as may reasonably be required by the Head of College. There may be occasions when the post holder's role and skill set may be required elsewhere within the College, so flexibility will be essential.

PERSONAL QUALITIES

The qualities of the person fulfilling this role would include:

- Proven marketing skills and experience.
- Energy and creativity.
- An ability to think strategically and to plan effectively.
- Outstanding inter-personal skills.
- An ability to be a self-starter and work well independently as well as collegially.
- High standards of integrity and reliability.
- A thorough knowledge of contemporary marketing methods including an ability to utilise modern technologies to market effectively.
- Good organisational and management skills.
- High quality writing skills
- Excellent attention to detail

PERFORMANCE REVIEW CONDITIONS

The appointee to the position of Marketing Communications Officer will be required to participate in the annual performance review program.

CONDITIONS OF EMPLOYMENT

The appointee to the position of Marketing and Communications Officer will be required to work 38 hours per week with typical hours from 8:00 am to 4:06 pm. However, flexibility will be required in these hours. This position will be remunerated at the Level 6/1 of the School Officer Classification under the current agreement for Religious Institute Schools of Queensland. The hourly rate for a Level 6 ranges from \$37.1921 to \$45.2816 per hour based on qualifications and experience.

The College will consider making the position a term-time or full-time position dependent on the applicant. This can be negotiated upon successful appointment.