



POSITION DESCRIPTION: Marketing, Events and Communications Manager

Title	Marketing, Events and Communications Manager
Reporting to	Principal
Primary Objective	<p>The Marketing, Events and Communications Manager is responsible for driving the marketing and communication strategies whilst ensuring quality engagement with stakeholders to increase advocacy for the School.</p> <p>The Marketing, Events and Communications Manager is responsible for the development and implementation of creative and integrated marketing and communication strategies. This role is responsible for the quality input of all communications from the School.</p>
Key Internal Relationships	<ul style="list-style-type: none"> • Senior Management Team • Business Manager • School Registrar/Office Manager • Executive Assistant to the Principal
Duties and Responsibilities (include but not limited to):	<ul style="list-style-type: none"> • To provide effective planning, development, implementation and evaluation of marketing strategies to position the School as a leading independent school. • To engage with the School Registrar in developing marketing and communications as part of the School's Strategic Plan. • To be aware of contemporary developments in marketing and in social media communications, make recommendations and implement approved processes that are in accord with the Strategic Plan. • To be a visible presence at the various School and community functions / events.
Responsibilities	<p>Corporate Identity</p> <ul style="list-style-type: none"> • Development and implementation of the School's strategic marketing, communication and publications plan in collaboration with the School Registrar and Senior Management Team. • Work collaboratively with the Community Engagement and Alumni Manager across all school events. • Manage the School's marketing budget allocation. • Develop and maintain the School's Standards and Branding Manual. • Develop and maintain visibility of School leadership, identifying opportunities to profile School staff and students in addition to the School Principal across the media and amongst key stakeholders. • Develop and implement standards for the School's visual identity across all events including Open Days, School Dinners,

	<p>Parent Evening, Music Concerts and Public/Special Events.</p> <ul style="list-style-type: none"> • Manage the purchasing and integration of gifts and corporate marketing items. <p>Publications:</p> <ul style="list-style-type: none"> • Oversee publications and stationary including; annual School magazine, weekly newsletters, handbooks and the prospectus. • Ensuring ongoing and current editorialising of all external communications, publications, webpage content, ensuring quality control, timeliness and cost effectiveness. • Oversee copy and layout for all marketing, social media, publications, promotional flyers, brochures etc. in keeping with the School guidelines. • Relationship management of third party suppliers, including negotiation of services, ie external marketing agents, vendors, printers and mail house. • Review and identify relevant promotional publications. <p>Intelligence:</p> <ul style="list-style-type: none"> • As directed, conduct consumer research based on marketing and enrolment for analysis. • Source information on other Independent Schools for analysis and benchmarking. <p>Media Relations:</p> <ul style="list-style-type: none"> • Develop and nurture strong relationships with media to identify opportunities to maximise positive publicity for the School. • Keep the School Principal abreast of all media opportunities and developments. • In collaboration with the Principal, and Senior Management Team, develop a media strategy for School advertising. • In conjunction with the Principal and Registrar, develop guidelines for School enrolment advertising. <p>Public Relations:</p> <ul style="list-style-type: none"> • Provide advice, feedback and recommendations to SMT on matters that may impact on the reputation of the School. • Develop and nurture positive relationships with a range of stakeholders across the School and broader community. <p>Event Management:</p> <ul style="list-style-type: none"> • Work collaboratively with the Marketing and Communications Coordinator on all School and PFA events including, ticketing, allotment management, event collateral such as invitations, programs, table/seating lists. <ul style="list-style-type: none"> • Oversee the planning and execution of all School events.
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	<p>Events include small gatherings, class and year level events through to larger scale whole school events.</p> <p>General:</p> <ul style="list-style-type: none"> • Assist with the planning, implementation and evaluation of a range of communication strategies for projects and events including, but not limited to, billboard design, invitations, ticketing and programs. • Be the central point of contact for all internal stakeholders to provide marketing and public relations support when applicable. • Attend School functions as required; some are outside regular working hours. • Any other tasks as deemed appropriate.
Qualifications	<ul style="list-style-type: none"> • Completed tertiary qualification, preferably in marketing and/or communications OR an equivalent level of expertise gained from a combination of education, training and/or experience.
Key Selection Criteria	<ul style="list-style-type: none"> • Demonstrated experience in developing, implementing and evaluating marketing, communications and public relations activities and promotional events. • Highly developed IT skills including Microsoft Office Professional, Adobe Suite, InDesign and Photoshop, website content management ie Wordpress. • Demonstrated outstanding writing, editing and proof reading skills with strong attention to detail and a creative approach. • Extensive experience briefing and creating design and managing the collateral process. • Excellent interpersonal skills with demonstrated ability to build rapport and interact effectively at all levels within the School. • Ability to work to strict and tight deadlines. • Experience working as part of a cohesive team, with the added ability to work efficiently and effectively autonomously. • Exceptional client service. • Project management skills and experience. • Proven and successful marketing and communication skills. • Knowledge of a variety of social media. • Dependable, flexible, punctual and conscientious, honest, trustworthy and self-motivated. • A team player who is willing to share knowledge and assistance as well as being open to learning and applying new skills/knowledge. • Work well under pressure and able to handle multiple tasks and strong time management skills. • Communicate effectively and diplomatically to inspire and coordinate staff and students.



	<ul style="list-style-type: none">• Good problem solver and decision maker.• Experience within a School is desirable, but not essential.
Conditions	<p>An employee Working with Children Check (WWCC) is required to be undertaken by any persons working in the field of education who may come into contact with children without direct supervision. This check is valid for a five year period. The successful applicant must undertake or be a holder of a current WWCC.</p> <p>Terms of employment will be according to the AGS Certified Agreement, Non-Teachers Salary Schedule and level of experience.</p> <p>This is a full time position, with four weeks annual leave plus school closure days, usually five days per year.</p>
Tenure	Ongoing.



Statement of Commitment to Child Safety

Alphington Grammar School is committed to the safety and wellbeing of all children and young people. This will be the primary focus of our care and decision-making. Alphington Grammar School has zero tolerance for child abuse. We are committed to providing a child safe environment where children and young people feel safe and are safe, and their voices are heard about decisions that affect their lives. Particular focus will be placed on the safety of Aboriginal and Torres Strait Islander children, children from culturally and/or linguistically diverse backgrounds, as well as the safety of children with a disability. Every person involved in Alphington Grammar School has a responsibility to understand the important and specific role they play individually and collectively to ensure that the wellbeing and safety of all children and young people is at the forefront of all they do and every decision they make.

All employees of Alphington Grammar School are responsible for ensuring the Child Safe Policy is enforced and are required to sign the AGS Code of Conduct for Behaviour with Children and undertake training in this area as required.

All applicants should be aware that the school conducts extensive background checks in accordance with our Child Safe Policy including:

- a) Working With Children Check Clearance, VIT registration or similar check as applicable;
- b) Proof of personal identity and any professional or other qualifications;
- c) The person's history of work involving children; and
- d) References that address the person's suitability for the job and working with children.



Staff Acknowledgement

I _____ have read the enclosed Position Description and understand the roles and responsibilities outlined within.

Signature: _____

Date: _____