

# Marketing and Communications Coordinator

## Position Description



**Mission.** De La Salle College is a Catholic boys' College based on the teachings of Jesus Christ in the tradition of St John Baptist de La Salle. We are committed to inspiring a life of faith, learning, leadership and service.

**Vision and Philosophy.** To be an outstanding school striving for excellence and innovative academic achievement in a supportive community to best prepare young men for our world. A Lasallian school offers a human and Christian education which enables our students to discover their potential and their mission in a community of faith. A Lasallian education prioritises service to the poor and marginalised and emphasises respect for all.

**Values.** At De La Salle College, we are committed to our faith, our educational community and our spirit of service and compassion. Our Lasallian charism guides, nurtures, challenges and encourages all our endeavours. We value our role in the international Lasallian network and strive for meaning, relevance and creativity to deliver a quality education for our young men in a 21st century environment.

### Role Purpose

The Marketing and Communications Coordinator supports the mission, vision and values of the College community and the College's Lasallian tradition wherein respect is the foundation for all relationships. The Marketing and Communications Coordinator is responsible for the smooth and effective operation of all the College's marketing, communications and publications.

The Marketing and Communications Coordinator has one direct report, who is part of the Development Team

- Education Support Officer – Communications (0.6FTE)

By developing and implementing the College's Strategic Marketing and Communications Plans, the Marketing and Communications Coordinator is responsible for the achievement of enrolment targets, positive engagement with the College community and protection and the promotion of the College's branding.

The Marketing and Communications Coordinator works collaboratively with the Development team, and works closely with the Principal and wider College Executive Team regarding marketing and communications.

### Key Areas of Responsibility

The role includes, but is not limited to the following:

- Developing and implementing a Strategic Marketing Plan for the College that promotes enrolment;
- Developing annually an advertising program that is to be approved by the Principal;
- In an Annual Action Plan identify costs associated with the promotion of the College and create a Marketing budget for submission by August each year;
- Design and implement strategies to increase student applications and maintain prospective student and family interest;
- Managing the annual Marketing budget to ensure no overspending occurs.
- Develop and maintain strategic partnerships and relationships with other schools and the wider community;
- Liaising with media representatives externally to secure stories in local and other media that promotes enrolment at the College as approved by the Principal;
- Working closely with Director of Finance and Administration and the Principal to ensure all signage and branding, conforms with branding requirements;
- Developing promotional strategies for transition visits, College tours and enrolment related events and provide an overview to the Principal and Director of Finance and Administration at the end of the school year for the following year;
- Deploy successful marketing campaigns and own implementation from ideation to execution;
- Measure and report on the performance of marketing campaigns, gain insight and assess against goals;

### Communications

- Overseeing the management of the College website ensuring content is accurate and current at all times;
- Developing, managing and coordinating of appropriate College Social Media sites and monitoring current protocols and procedures for social media posts;

- Being first point of contact for telephone, face-to-face, written and electronic communication across the College within the limits of the College's Communication Policy.
- Managing the College's Style and Communications Guides and monitor adherence by all staff;
- Ensure brand and messaging quality and consistency;
- Developing, managing and coordinating the production of College communication material including the Prospectus, Roll Call (bi-annual magazine), Blue and Gold (yearbook) and The Duce (fortnightly newsletter);
- Reviewing annually material distributed to prospective parents and present to the Director of Finance and Administration for final approval to publish;
- Manage budget and provide financial reports to Director Finance and Administration
- Create and execute a plan that regularly places the school in local media. Manage all messaging in the media;
- Provide staff leadership to the positions direct report including conducting annual performance reviews in conjunction with Director of Finance and Administration.

The Marketing and Communications Coordinator will be expected to carry out other duties from time to time that are broadly consistent with this position description or as directed by the Director of Finance and Administration or College Principal.

## Professional Practice

The Marketing and Communications Coordinator will be required to;

- Attend Office Administration and whole Staff Meetings, as required;
- Attend whole College events such as Faith Formation days, sports events and College assemblies;
- Participate in Annual Performance Reviews.
- Attend training programs, professional learning opportunities to maintain skillset for this role as agreed with the Director of Finance and Administration.

## Key Selection Criteria

### Experience, skills and qualifications

- Tertiary qualifications in Marketing, Communications or Business with a minimum of five years experience in a similar role;
- Excellent interpersonal skills, with demonstrated ability to build rapport and interact effectively at all levels within an organisation;
- Excellent written and verbal communication skills, including writing/copywriting skills;
- Advanced level skills in the use of the Microsoft Office Suite;
- Demonstrated Adobe InDesign experience, with a creative approach; Adobe Photoshop knowledge an advantage;
- Capability in using a variety of social media for a business or group;
- Strong organisational and time management skills, with an ability to prioritise tasks and meet deadlines;
- Work well under pressure and manage competing tasks with absolute attention to detail;
- Experience in a school environment would be advantageous;
- Working knowledge of Synergetic (Student Management System) is desirable.

### Personal Requirements/Competencies

- Alignment with the values and Catholic ethos of the College;
- Commitment to the College's Child Protection Policy upholding the school's statement of commitment to child safety at all times;
- Demonstrate professional and collegiate relationships with colleagues;
- Innovative thinker who is able to use initiative to provide best outcomes for the College;
- Ability to problem solve when needed;
- Flexibility and reliability is required in this role;
- Possess great work ethics and commitment to continuous improvement;
- Enthusiastic and highly motivated to contribute;
- High level of professional personal presentation in adherence with the College professional dress code;
- Operate effectively in a team environment;
- Proactively demonstrate the school values;
- Maintain high work standards with minimal supervision.
- Working With Children Check for Victoria and National Police Record Check required prior to commencement
- Current Victorian Driver's Licence required, use of a College vehicle will be provided as/when needed.

## General Responsibilities

### Child Safety

The College has a zero tolerance of all forms of child abuse and actively works to listen to and empower students. The College has policies and processes in place to protect students from abuse and takes all allegations and concerns seriously, and responds in line with the organisation's policies and procedures.

Staff must adhere to the following:

- A thorough understanding of the College's Child Safety and Child Protection Policies and the Child Safety – Staff Code of Conduct, and any other policies or procedures relating to child safety;
- Assist in the provision of a child-safe environment for students;
- Demonstrate duty of care to students in relation to their physical and mental wellbeing.

Breaches will be managed as per the VCMEA 2018 Clause 13 – Managing Employment Concerns.

### Occupational Health and Safety

There is responsibility, incumbent on all staff, to ensure that the regulations associated with Occupational Health and Safety are adhered to. As a leader in the College, this position has particular responsibility to ensure the health and safety performance of the team.

This responsibility extends to:

- maintaining the workplace in a safe condition and reporting any identified hazards;
- actively promoting and implementing agreed OHS procedures;
- identifying OHS training needs of both individual staff and the department as a whole;
- ensuring that staff working in the department are aware of their own responsibilities under OHS requirements.

Staff in the department are to be advised that they are to:

- take reasonable care of their own safety and health and safety of others affected by their acts or omissions;
- report hazards, accidents or incidents (near misses) in accordance with agreed College procedures;
- follow established safe working procedures, instructions and rules;
- cooperate with the employer with respect to any action taken by the employer to comply with any requirement imposed by or under the Act;
- not wilfully or recklessly interfere or misuse anything provided in the interests of health and safety or the welfare of others;
- not wilfully place at risk the health and safety of any other person in the workforce.

The complete Occupational Health and Safety College Policy may be viewed through accessing the College Policies on OLLIE.

### Accountability

<b>Reports to:</b>	Director of Finance and Administration
<b>Internal liaisons:</b>	Principal, College Executive, staff, students (current and past), parents (current and past), members of the Development department (Registrar, Assistant Registrar, ESO – Alumni and VASS, ESO - Communications)
<b>External liaisons:</b>	External suppliers, Catholic Education Melbourne, prospective parents and students, primary schools and other secondary schools, Alumni and MOFS.

### Conditions

Conditions are as per the Victorian Catholic Education Multi Employer Agreement 2018.

<b>Classification:</b>	This is an Education Support Officer, Category A position
<b>Time fraction:</b>	Negotiable, full time or part time (0.60FTE) arrangement
<b>Tenure:</b>	Maternity Leave replacement – 12 months
<b>Leave:</b>	7 weeks annual leave (to be taken during school holidays)

This Position Description may be subject to change during the term of the appointment as part of a normal process of ongoing evaluation of the College's operations.

De La Salle College is an equal opportunity employer that promotes the safety, wellbeing and inclusion of all children.