

# *Marketing Manager Role Description*

## Position Summary

<b>Position Title:</b>	Marketing Manager
<b>Reports To:</b>	Executive Principal
<b>Position Summary:</b>	The Marketing Manager is responsible for developing and implementing strategic marketing and communications initiatives that strengthen the School's reputation and support sustainable enrolment growth. The role promotes the School's mission, values and educational programs through effective digital, print and community engagement strategies while building strong relationships with prospective families, current parents, churches and the wider community. Working closely with the School leadership team, the Marketing Manager ensures that all marketing activities reflect the School's Christian ethos and contribute to the advancement of its educational ministry.
<b>Latest Revision:</b>	March 2026
<b>Key Relationships:</b>	Executive Principal SLT Marketing Team Registrar Community

## Key Accountabilities

<p><b>Application of Christian Faith</b></p>	<ul style="list-style-type: none"> <li>• Lead staff Bible-based devotions according to the established roster.</li> <li>• Apply Bible-based decision-making that aligns with the school's Christian ethos, promoting a Christ-centred approach in all professional and ethical responsibilities.</li> <li>• Actively support the school's Christian Mission, Vision, and Values through professional practice, communication, and relationships.</li> <li>• Serve as a positive Christian role model in speech, behaviour, and lifestyle, reflecting the teachings of Jesus Christ.</li> <li>• Committed Christian with a passion for Christian community who is actively involved in their local church</li> </ul>	<p><b>Success Measures</b></p> <ul style="list-style-type: none"> <li>• Decisions and actions align with Christian ethos.</li> </ul>
<p><b>Strategic Marketing and Enrolment Growth</b></p>	<ul style="list-style-type: none"> <li>• Develop and implement a strategic marketing plan aligned with the School's mission, values and long-term enrolment goals.</li> <li>• Analyse demographic, population and planning data to inform enrolment and expansion strategies.</li> <li>• Monitor and evaluate the effectiveness of marketing campaigns and adjust strategies accordingly.</li> <li>• Collaborate with the Enrolments team to optimise the enquiry-to-enrolment conversion process.</li> </ul>	<ul style="list-style-type: none"> <li>• Annual marketing plan implemented and reviewed with measurable increases in enrolment enquiries and engagement.</li> <li>• Data-informed reports produced annually that inform leadership decision-making and future enrolment planning.</li> <li>• Marketing campaigns tracked using clear metrics with quarterly reporting demonstrating improvement in engagement and enquiry rates.</li> <li>• Improved enquiry-to-enrolment conversion rate year-on-year.</li> </ul>
<p><b>Brand, Communications</b></p>	<ul style="list-style-type: none"> <li>• Oversee the School's brand identity and ensure consistent application across all communication channels and materials.</li> </ul>	<ul style="list-style-type: none"> <li>• All publications and promotional materials consistently reflect the School's approved branding and messaging.</li> </ul>

<b>and Digital Presence</b>	<ul style="list-style-type: none"> <li>• Manage the School's website, ensuring content remains current, engaging and aligned with enrolment objectives.</li> <li>• Growth in social media engagement metrics and positive community interaction across platforms.</li> <li>• Timely delivery of high-quality publications that effectively communicate the School's mission and programs.</li> </ul>	<ul style="list-style-type: none"> <li>• Website updated regularly with measurable growth in user engagement and enquiry submissions.</li> <li>• Growth in social media engagement metrics and positive community interaction across platforms.</li> <li>• Timely delivery of high-quality publications that effectively communicate the School's mission and programs.</li> </ul>
<b>Community Engagement and School Promotion</b>	<ul style="list-style-type: none"> <li>• Build and maintain relationships with local churches, community organisations and businesses to promote the School's mission and programs.</li> <li>• In collaboration with the registrar promote key School events such as Open Days, Kindy Starters, Orientation Days, information evenings and community celebrations.</li> <li>• Develop and maintain an active alumni network to strengthen long-term community connection with the School.</li> <li>• Represent the School professionally in community and promotional settings.</li> </ul>	<ul style="list-style-type: none"> <li>• Established and sustained partnerships that contribute to increased community awareness and enrolment interest.</li> <li>• Well-attended events with positive feedback and measurable increases in enrolment enquiries.</li> <li>• Regular alumni communications and increased participation in alumni activities or initiatives.</li> <li>• Positive stakeholder feedback and strengthened reputation within the local community.</li> </ul>
<b>Marketing Operations and Project Management</b>	<ul style="list-style-type: none"> <li>• Plan, coordinate and deliver multiple marketing initiatives and campaigns in alignment with School priorities.</li> <li>• Oversee the production of digital and print marketing resources including photography, video and promotional content.</li> <li>• Manage marketing systems, databases and digital platforms that support marketing and enrolment activity.</li> <li>• Provide regular reports to School leadership regarding marketing performance and enrolment trends.</li> </ul>	<ul style="list-style-type: none"> <li>• Marketing projects delivered on schedule and within allocated budgets.</li> <li>• High-quality content library maintained and regularly utilised across marketing channels.</li> <li>• Marketing systems used effectively to track enquiries, engagement and campaign outcomes.</li> <li>• Quarterly reports delivered to leadership with actionable insights and recommendations.</li> </ul>

# Organisation Position

Executive Principal
Marketing Manager
Marketing Team

## Qualifications, Skills & Experience

### Essentials

- Active Christian faith and regular attendance at a Christian Church.
- Demonstrated commitment to the Vision, Mission and Values of WCCS, including the Statement of Faith.
- Bachelor's degree in marketing and/or communications.
- Strategic Marketing Experience - Demonstrated experience developing and implementing strategic marketing plans that strengthen organisational reputation and support growth objectives.
- Marketing and Communications Expertise - Proven ability to develop and manage marketing communications including publications, advertising campaigns, digital marketing and promotional materials.
- Digital Marketing and Social Media Management - Demonstrated experience managing websites, social media platforms and digital marketing strategies to engage audiences and promote organisational initiatives.
- Data Analysis and Strategic Insight - Ability to analyse demographic, population and market data to inform marketing strategies and enrolment growth initiatives.
- Project Management and Organisational Skills - Highly developed organisational and project management skills with the capacity to manage multiple projects, deadlines and priorities simultaneously.
- Interpersonal and Community Engagement Skills - Excellent communication and relationship-building skills with the ability to work collaboratively with staff, families, churches, community organisations and external partners.
- Technology and Marketing Systems Competency - High level of proficiency in relevant technology including Microsoft Office, digital marketing platforms, content management systems, and graphic design tools.

### Desirables

- Experience in the Education or Not-for-Profit Sector - Previous experience working in a school or not-for-profit environment, with an understanding of enrolment marketing and community engagement.

- Graphic Design and Content Creation Skills - Experience using graphic design and publishing tools such as Adobe Creative Cloud or similar platforms to produce professional marketing materials.
- Alumni and Community Development Experience - Experience developing alumni networks, community partnerships or engagement programs that strengthen organisational relationships and reputation.