



Marketing and Communications Manager

Broad Overview

The main objective for this role is to create innovative marketing decisions that are aimed at attracting new families, with a focus on exceeding enrolment targets, creating engaging content to share with our College community and designing opportunities to engage our local community.

An understanding of the values and purpose of Catholic Ladies' College is essential to uphold those values; to ensure CLC's image clearly conveys the values that reflect its tradition; and to support the College's Catholic ethos.

Key Accountabilities

Leadership and Management

- Manage integrated marketing campaigns (including email, digital and direct marketing) from strategy development and audience identification, through to campaign launch and execution
- Building and maintaining strong relationships with key stakeholders
- Collaborate to develop strategies to address challenges that includes thinking outside the box
- Monitor annual Marketing budget, expenditure and ROI
- Collaborate to develop the annual Marketing and Promotional calendar to meet CLC's Strategic Goals
- Be a senior member of the Community Development Team (Admissions, Marketing, Alumni and Archives)

Marketing and Communications

- Ensure the CLC Brand Guidelines are met and followed
- Take all photography for CLC social media platforms (Facebook and Instagram) and organise photography for all other school events
- Create content and manage social media platforms
- Create content and manage promotional collateral for school events
- Coordinate content and publish monthly College Newsletter
- Oversee the management of the CLC communication app
- Design monthly promotional advertisements for primary school newsletters
- Drive initiatives that improve or enhance the enrolment experience
- Design and lead promotional initiatives to engage the local community
- Coordinate content and management of the design process for the annual School yearbook
- Curate partnerships (where appropriate) to extend our connection within the local community
- Lead the Community Development Team to promote events

Professional Development and Membership

- Identify and undertake professional learning to support goals developed from ARM and in accordance with specific needs in carrying out duties
- Maintain membership of EducatePlus

Other

- Be a visible presence at major College and community functions and events, as well as staff meetings, faith days, assemblies, etc
 - Carry out other duties as required by the Principal and in accordance with qualifications and experience
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Selection Criteria

Skills and attributes

- **Dynamic** – highly motivated, energetic and thrive in a fast-paced environment
- **Engaging** – love working with people and have mastered the art of influencing positive outcomes and building relationships
- **Productivity** – multi-tasking projects with short deadlines, whilst maintaining high quality output
- **Innovative** – proactive strategic thinker and planner who can respond to the needs of market and love to create new and exciting opportunities
- **Analytical** – data analytics and deliver data informed reports
- **Confidential** – diplomatic and tactful and able to maintain confidentiality
- **Flexible** – able to work varying hours to fulfil the requirements of the position
- **Communication** – excellent written and verbal skills
- **Organisation and planning** – excellent organisation and time management skills with the ability to multi-task and prioritise competing demands

Experience/Qualifications

- Tertiary qualifications or a related discipline or equivalent experience in marketing or digital marketing
- Minimum of 5 years' experience in marketing content creation and social media management
- Experience in the development and implementation of strategic plans
- High level computer literacy and proficiency in using Microsoft Office applications
- Demonstrated experience working with Adobe Creative Suite (including InDesign, Photoshop, etc)
- HLTAID003 Level 2 First Aid (desirable)
- Working With Children (Employee) Check and National Police Check

Commitment to Catholic Education

- A demonstrated understanding of the ethos of a Catholic school and its mission and to the ethos and values of Catholic Ladies' College

Commitment to Child Safety

Catholic Ladies' College is a child safe environment. All students who attend the College have a right to feel and to be safe. The protection of students is the responsibility of everyone who is employed at, or engaged by, the College in child connected work. To ensure the safety of all students, we take into account the needs of those with an Aboriginal or Torres Strait Islander heritage, those from culturally and/or linguistically diverse backgrounds, and those with a disability. All College staff are committed to protecting students from abuse or harm, in accordance with their legal obligations including Child Safe Standards. Every staff member will have a demonstrated understanding of the College's Child Safety Code of Conduct. In addition, all employees will have the following qualities and capabilities:

- experience working with children
- a demonstrated understanding of child safety
- a demonstrated understanding of appropriate behaviours when engaging with children
- familiarity with legal obligations relating to child safety (e.g. mandatory reporting)
- be a suitable person to engage in child-related work.

Commitment to Occupational Health and Safety

- There is a responsibility, incumbent on all staff, to ensure that the regulations associated with Occupational Health and Safety are adhered to.

Conditions

Tenure:	Ongoing
FTE:	1.0 FTE (hours of work to be negotiated with the successful applicant)
Remuneration:	Education Support Employee Category C (7 weeks leave), Level 5
Direct report:	Principal and/or her delegate
Conditions:	Entitlements under the Victorian Catholic Education Multi-Enterprise Agreement 2018 or as superseded