



Position Description

Position Title	Marketing Manager
Classification	Education Support Category C Level 5 (7 weeks of annual leave)
Employment Status	Ongoing Full Time
Reports to	Principal, Business Manager
Updated	July 2024

About Penola Catholic College

Penola Catholic College is a co-educational college for students from years 7-12 with two campuses in the Northern suburbs of Melbourne. College campuses are situated in Glenroy, which caters for years 7 and 8, and the senior campus in Broadmeadows that features years 9 to 12 and a total college enrolment of approximately 1,500 students.

Penola Catholic College is a community of students, parents and staff guided by the teachings of Jesus Christ and inspired by the example of Saint Mary of the Cross MacKillop. Enlightened by the Gospel values of Faith, Love, Hope and Compassion, we strive to provide a holistic education which meets the needs and develops the gifts of each student. As a community we recognise that this is best achieved in a welcoming environment with a commitment to justice, service and collaboration.

Position Objective

The Marketing Manager will manage the marketing strategy of Penola Catholic College and promote it to the wider community; thus, assisting families in helping them decide that the College is their school of choice. The Marketing Manager will be responsible for developing and implementing the schools marketing, communication and public relations plan. They will play a critical role in establishing and maintaining relationships with the wider College community including external stakeholders, including future, past and current students and families. The Marketing Manager will have a positive influence on the College's reputation, image, student enrolments and staff recruitment.

Responsibilities and Accountabilities

- Develop and implement a Strategic Marketing Plan that seeks to:
 - Reinforce and enhance the College brand
 - Position the College as an educator of choice for families in the northern suburbs of Melbourne
 - Position the College as an employer of choice for current and prospective staff
 - Attract and retain both staff and students to the College
 - Celebrate the positive achievements of the College both inside and outside of the classroom of staff, students (past and present) and College groups

- Assume oversight and responsibility for the marketing and promotional effort of the College:
 - Develop and maintain a College Style Guide
 - Develop marketing plans and produce all marketing and promotional initiatives for College activities, including printed material, advertising, website, direct mail, publicity, digital marketing and new media
 - In consultation with the Principal, arrange (and conduct) tours of the College that are informative and positive experiences, presenting the College in the best possible light for prospective students and families
 - Coordinate external attendance at community events and across broader student catchment. Attendance will be required at some events
 - Provide direction to College staff (and stakeholder groups) in the area of publicity, promotions and customer service
 - Be responsible for a marketing budget
 - Coordinate photography of College events
 - Coordinate key community events, including Mother's Day and Father's Day breakfasts etc
 - Engage with the College Registrar when developing and producing all marketing and promotional initiatives for College activities, including printed material, advertising, website, direct mail, publicity, newsletters, digital marketing and new media
 - Assisting in the coordination of and representation at special promotional events such as VIP visits, significant ceremonies, family welcomes and orientation events as required
 - Assisting with parent engagement events including welcome evenings, information sessions and other celebrations as required
 - Be the custodian and steward of the corporate and community image of the College:
 - Maintain the College Style Guide
 - Provide advice to staff and other stakeholders on aspects of communications, advertising, corporate image and engagement
 - Promote students / group / College achievements in papers in the local community
 - Lead and coordinate marketing efforts to optimise its effectiveness
 - Lead issues management effort as required by the College Executive Team
 - Work constructively with the School Advisory Council, the College Executive Team and the College Alumni to ensure alignment of effort and line-of-sight to common goals in managing the College brand
 - Provide expert advice and guidance to the School Advisory Council and the College Executive Team in the areas of brand management, marketing, communications, issues management and stakeholder engagement:
 - Conduct and commission market research (such as providing accurate and strategic information and recommendations)
 - Make an active contribution to the building of relationships with feeder primary schools and other stakeholders influencing prospective students and staff
 - Review and report as required on all new initiatives and marketing plans to establish their effectiveness
 - Coordinate the College newsletter and College Year Book
 - To be aware of College day to day operations, process and/or procedures to assist parents, staff and students and others with any queries
 - Any other duties as directed by the Principal or Principal's nominee (e.g. Deputy Principal Head of Campus and or Business Manager)
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Experience and Qualifications

- Relevant tertiary qualification in marketing and/or professional communications
 - Demonstrated experience in marketing a service product to a broad catchment, including market research and analysis
 - Excellent communication and customer service skills, with the ability to tailor information and explanations to a range of people, in an effective and confident manner, dealing with challenging behaviour firmly but politely
 - Undertakes finely detailed work in a precise and accurate manner
 - Demonstrates commitment to the objectives of the work area and the College and shows considerable drive and effort in achieving work targets
 - Be personable and pastoral in all interactions with staff, parents and students by establishing a natural rapport with people.
 - Proactive and self-starting, taking responsibility for own actions
 - Experience in Microsoft Office Suite, Outlook, Operoo and Synergetic
 - Accepts new and different situations as a matter of course and effectively meets new challenges
 - Able to undertake a number of different tasks simultaneously, ensuring the most important tasks are completed in line with agreed expectations about timeliness, quality and resource use
 - Be able to do repetitive and/or menial tasks when required.
 - Cooperate effectively within a team and work collaboratively to achieve work plan and goals
 - Demonstrates awareness of own knowledge, skills and experience and performs confidently in all tasks, quickly establishing trust and respect with others
 - Hold a current Working with Children Check and Police Record Check
 - A demonstrated understanding of child safety and understanding of appropriate behaviours when engaging with children.
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Additional Information

Annual Review Meetings

An Annual Review will be held during the year by the Business Manager and will consider the following aspects of the role:

- Delivering results
- Problem solving
- Functional knowledge and skills
- Service to others / customer focus
- Building trust
- Collaboration
- Communication
- Taking initiative

Meetings

Attend staff meetings and other meetings as required.

Professional Learning

Relevant professional learning can be accessed with the approval of the Business Manager.

Employee Obligations

Policies

All staff are employed under and abide by the *Catholic Education Multi Enterprise Agreement (CEMEA) 2022* (and any instrument that replaces it) and Penola Catholic College policies, guidelines and procedures.

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 Protection - Child Safety and Wellbeing Policies and the Child Safety Code of Conduct, and any other policies or procedures relating to child safety and wellbeing;
- 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 CEMEA 2022 Clause 13 – Managing Employment Concerns

Occupational Health Safety

Contribute to a healthy and safe work environment for yourself and others and comply with all safe work policies and procedures. It is the responsibility of all staff to ensure OHS guidelines are met, safe work practices are maintained and all hazards reported to the OHS representative or OHS committee.

Each staff member does make a positive contribution to the College environment. Suggestions that can improve the overall efficiency of a work area are valued and each staff member is encouraged to put forward ideas and suggestions to their Head of Department.