



**ALL SAINTS'  
COLLEGE**



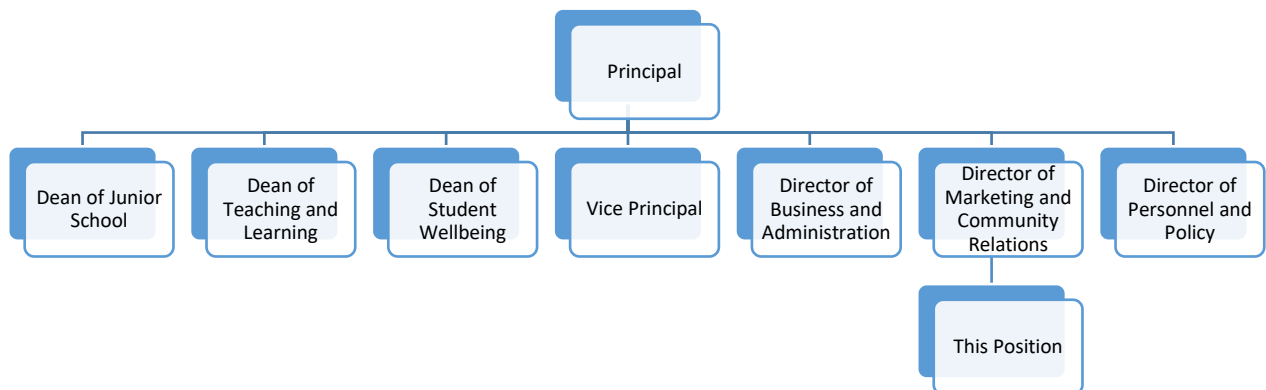
## DUTY STATEMENT MARKETING AND COMMUNICATIONS MANAGER

*All Saints' College and The Studio School prioritise the safety, welfare and wellbeing of children and young people, and expect all staff and volunteers to share this commitment.*

### POSITION PURPOSE

Reporting to the Director of Marketing and Community Relations (DMCR), the Marketing and Communications Manager (MCM) is responsible for the ongoing promotion of the College to the community to ensure our position as a leading independent school is maintained and enhanced, and is supported by a strong pipeline of student enrolments.

### ORGANISATION STRUCTURE



## KEY RESPONSIBILITIES

The MCM will support the College's mission by undertaking the following duties, which reflect the accountabilities and responsibilities that are integral to the successful performance of this position.

This role has direct managerial responsibility for the Communications Officer (CO), Digital Content Curator (DCC) the student Publications Committee and provides guidance and support to the Marketing and Community Relations Intern. Furthermore, at times you will also be dealing directly with the Principal and/or other members of the Leadership Team.

## SPECIFIC RESPONSIBILITIES

Your duties include, but are not limited to, the following:

### 1. Publications

- (a) Work with the CO and other members of staff and students to source, create and edit content for ASC publications, *The Dove* (biannual) and *Columba* (annual).
- (b) Support the Alumni Officer (AO) with the production of the biannual publication, *Dovetails*, and the CO with the fortnightly newsletter, *The College Courier*.
- (c) Manage the distribution of the bi-annual magazine (*The Dove*), as well as the College's beginning and end of year mailouts to parents.
- (d) Mentor the student Publications Committee through regular attendance of Committee meetings, provide advice and support in collaboration with the Publications Captain in the preparation of student material for publication.
- (e) Manage relationships with graphic design, print and distribution companies.
- (f) Manage the annual photo ID days (two per year) / *Columba* photo days (three per year) and whole College photograph (five yearly).
- (g) Organise archival material (including copies of publications, press releases and photographs) for inclusion on the ASC website and in the College's archive.

### 2. Community relations / Events

- (a) Coordinate the photography and videography of major College events and key student activities throughout the school year.
- (b) Assist AO in the production of case studies for promotion.
- (c) Together with the CO, design promotional materials (invitations, programs, posters etc) or presentations for College programs, events and activities.
- (d) Manage the development of marketing collateral of *HotHouse* events and programs produced by Arts / Photography and Marketing and Community Relations Interns.
- (e) Provide support to ASC sub-groups (eg Parents and Friends' Association, Beyond Boundaries Institute, Propeller Industries, Old Saints etc) by coordinating or developing promotional material or communications as required.

### 3. Public relations

- (a) Develop and maintain relationships with key local and state media.
- (b) Work with CO on fortnightly PR schedule of activity.
- (c) Identify postcode-specific students and source stories for release to the media.
- (d) Draft press releases for approval by DMCR/Principal.

- (e) Take photos of students/staff for PR/website activity.

#### **4. Campaigns and brand**

- (a) Implement integrated campaigns that promote awareness of ASC and The Studio School (TSS).
- (b) Work closely with the DMCR and Head of Admissions to develop the marketing and promotional efforts of ASC and TSS and ensure a continued pipeline of prospects.
- (c) Manage and work with agencies and suppliers on the development and implementation of campaigns.
- (d) Develop an annual campaign calendar, in conjunction with DMCR and other key staff that responds to consumer insights and preferences.
- (e) Evaluate and report on campaign effectiveness and ROI.
- (f) Conduct market research to ensure our marketing efforts are always oriented to our audience segments.
- (g) Protect and enhance the ASC and TSS brands to ensure they are positioned appropriately in the market.
- (h) Develop, maintain and ensure brand and style guides for all ASC and TSS brands.

#### **5. Website**

- (a) Upload and edit content on the ASC and TSS websites to ensure timeliness and consistency.
- (b) Undertake regular reviews of the user experience across all ASC websites and provide recommendations to DMCR.
- (c) Provide monthly reporting and analysis on website analytics.

#### **6. Social media**

- (a) Develop and maintain a content calendar for all social media channels.
- (b) Provide monthly reporting on social media analytics and effectiveness.
- (c) Work with CO and other staff to develop engaging content, including videos, for social media.
- (d) Coordinate the publication of content, including monitoring, providing responses to customer enquiries and emerging issues.
- (e) Work with the CO and staff to stay up to date with trends in social media to ensure ASC's output is in line with best practice.
- (f) Support the Director of Hot House and Arts / Photography Intern with the *HotHouse* website and social media platforms,

## 7. Staff expectations

- (a) Serve as a good ambassador of the College. This includes conducting oneself in accordance with the professional standards of the College.
- (b) Maintain professional confidentiality concerning information about staff and/or students.
- (c) Strive to implement productivity, quality and service improvements on a continual basis.
- (d) Remain abreast of current trends through participation in and contribution to professional development activities and relevant professional organisations.
- (e) Comply with Occupational Safety and Health requirements in the workplace.
- (f) Ensure that all documents are prepared and presented in a professional format in keeping with the College practice and that high standards of spelling, grammar and punctuation are maintained.
- (g) Always operate as a 'team player' and fully support the Principal, Leadership Team and activities of the College.

## 8. Other duties

- (a) The MCM may, from time to time, be asked to undertake other duties by DMCR and / or the Principal.

## SELECTION CRITERIA

### Essential

- Possession of a tertiary qualification in communications, marketing, public relations or equivalent experience.
- Demonstrated outstanding writing, editing and proof-reading skills with strong attention to detail and a creative approach.
- Experience developing and implementing integrated campaigns, including with agencies and third-party suppliers.
- Demonstrated knowledge and experience in content marketing, social media management and digital marketing principles.
- Ability to work under pressure to manage multiple projects and competing deadlines in a busy, fast-paced environment.

*The College recognises that Duty Statements are dynamic documents.  
They are reviewed annually or as required.*

September 2021