



KINROSS WOLAROI
— SCHOOL —

Marketing Officer

Maximum term position

Candidate Information Pack

Closing Date: 19 March 2023

March 2023



About Kinross Wolaroi School

Kinross Wolaroi School is a co-educational Independent School of the Uniting Church. The School has a strong history of excellent academic results along with a diverse co-curricular program. Kinross Wolaroi School is a non-selective school with over 1100 students (including 330 boarders in Years 7 to 12), located in the NSW Central Tablelands in the city of Orange. The School has a proud tradition of educating young people in an environment where ideals are based solidly on friendship, spirituality, the security of family values, hard work and the pursuit of excellence to the very best of one's ability. The School offers the unique opportunity for co-educational learning with separate boarding sites for boys and girls. Students are provided with a holistic education with a varied curriculum to meet the diverse needs of our students.

The School has two main campuses. The main campus, called Wolaroi, is a picturesque campus of 20 hectares and accommodates the main teaching facilities as well as the boarding facilities for boys boarding. A second campus, called PLC, is located approximately five kilometres west of the main campus (on the opposite side of the city of Orange) and houses the girls' boarding facilities, a number of staff residences, a recreation and examination centre, an outdoor swimming pool and playing fields.

All classroom activities (the normal school day activities) for all students enrolled in Pre-Kinder and in classes from Kindergarten to Year 12 occur on the Wolaroi Campus. The main campus also includes a performance theatre, an auditorium, a sports complex including gymnasium and indoor swimming facilities, a medical centre as well as five playing fields.

For more information on the School, please visit www.kws.nsw.edu.au. In particular, you may wish to visit the Employment Opportunities page on our website, which has a helpful summary on the School's Community, employee benefits, and the beautiful regional city of Orange.



POSITION OBJECTIVES & RESPONSIBILITIES

The Marketing Officer is a motivated and enthusiastic team member who will have a role in aspects of marketing the Kinross Wolaroi School. The incumbent will be customer-focused and motivated by the desire to promote the Kinross Wolaroi School.

With a genuine desire to assist and being known for their friendly and polite demeanour, attention to detail and 'can do' attitude, the Marketing Officer is a valued member of the School. The incumbent will be well organised and can effectively manage multiple priorities in order to meet deadlines. Possessing well-rounded communications skills, the Marketing Officer is comfortable to engage with the School's internal and external stakeholders.

Support for the culture of an Independent Uniting Church School is an essential prerequisite.

The Marketing Officer can expect to liaise with:

- The Principal
- Head of Marketing and Communications
- Heads of Senior and Junior Schools
- The Business Manager
- Senior Management Team
- Key external stakeholders



POSITION DESCRIPTION

Duties related to the position include, but are not limited to the following:

Key Word	Duties
Marketing and Advertising	<ul style="list-style-type: none">• Define and deliver the marketing strategy in partnership with the Head of Marketing & Communications.• Maintain brand identity and identifying opportunities to increase awareness.• Contribute to the development, planning and organising of marketing campaigns, ensuring delivery across multiple platforms.• Coordinate design, production and distribution of both online and offline marketing.• Execute digital marketing strategy with a strong focus on social media i.e. content strategy, scheduling and analytics.• Develop segmentation, acquisition, and retargeting strategies to optimise the effectiveness of campaigns in line with our core marketing calendar and tactical initiatives.• Oversee production of marketing materials including video, presentations, printed materials, displays, promotional products.• Oversight and development of the School website including search engine optimisation (SEO), content generation and monitoring of website performance.• Source and manage external agencies and contractors (photographers, video, design, etc.).



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Key Word	Duties
<p>Portfolio Responsibilities</p>	<p>Under the direction of the Head of Marketing and Communications:</p> <ul style="list-style-type: none"> • Seek opportunities to promote and market the School to potential families and stakeholders by arranging visits and associated task where required. • Maintain advertising and promotion of the School through different mediums. • Preparation of relevant School documents; in a variety of formats. • Organise School photography and videography as and when required. • Maintain historical School marketing materials and advertising.
<p>Communication and Stakeholder Engagement</p>	<ul style="list-style-type: none"> • Work with the Head of Marketing and Communications to produce relevant content for internal and external communications. • Plan and coordinate marketing events in line with the marketing calendar • Maintain the School website and social media presence. • Act as initial contact point for media inquiries and assist in the management of public relations and media opportunities, including production of editorial, and writing and distributing media releases.
<p>Compliance</p>	<ul style="list-style-type: none"> • Under the direction of the Head of Marketing and Communication, ensure the collection, use and storage of personal information is in accordance with the relevant State and Commonwealth legislation as well as the School's Privacy Policy.



Key Word	Duties
Reporting	<ul style="list-style-type: none">• Provide detailed analysis and reports with data-driven insights and actions.• Coordinate production of the Engagement Office reports (outcomes, results etc) to School Council.
Administration	<ul style="list-style-type: none">• Other administrative tasks as delegated by the Head of Marketing and Communications, including of marketing related accounts processes.
General	<ul style="list-style-type: none">• Other duties as required by the Head of Marketing and Communications commensurate with the attributes and qualifications of the Marketing Coordinator.

Professional Review

This position description as outlined above is intended as a framework for professional review. The School reserves the right to alter roles and responsibilities requirements as required.

Reporting

In all matters concerning their employment, all employees are ultimately responsible to the Principal. However, in relation to this role, for practical purposes these functions are delegated to the Business Manager. For day-to-day operational matters the position will be responsive to the directions of the Head of Marketing and Communications (the Supervisor).



SELECTION CRITERIA

General Expectations for staff at KWS:

- Support for the culture of an Independent Uniting Church School is an essential prerequisite for all employees.
- Willingness to support the Mission and Values of KWS.
- Serve as good ambassadors of the School. This includes conducting oneself in accordance with the professional standards of the School, including being well-groomed and professionally attire.
- Take an active interest in the general life of the School – supporting policies, procedures, aims and objectives to facilitate the day-to-day operation of, and promote a high quality of education within, the School.
- Attend staff meetings and training when required.
- Ensure all students and parents are provided with a quality service in a timely, efficient, and friendly manner.
- Maintain professional confidentiality concerning information about staff and/or students and their families.
- Ensure that all documents are prepared and presented in accordance with the School's *Style Guide*.

Personal Qualities

- Highly developed interpersonal skills with the ability to develop and maintain constructive working relationships at all levels across diverse groups, including teaching and non-teaching staff.
- High degree of discretion, initiative, and personal organisation.
- Ability to remain calm under pressure.



Essential Professional Criteria

- Bachelor's Degree in Marketing/Communications or a related discipline
- Minimum of two years' experience, ideally in a similar role
- Experience in developing social media content including paid social advertising
- Ability to work autonomously, managing and prioritising a variety of work
- Strong computer skills, with the ability to edit and use marketing software i.e. Adobe CC, Canva, Social Media Management, Google Analytics, etc.
- Demonstrated familiarity with web design, graphic design and video production.
- Demonstrated interpersonal communication skills with experience liaising with staff, families and stakeholders.
- Excellent communication, presentation skills and a keen attention to detail
- Demonstrated ability to respect confidentiality and privacy at all times with a proven understanding of privacy legislation.

Working with Children Clearance

The *Child Protection (Working with Children) Act 2012 (NSW)* applies for anyone working in child related employment. It is expected that a verified Working Children's Check Clearance will be provided before commencement of duty for any role at the School and that the employee will ensure this clearance is maintained and updated as required whilst ever employed at KWS.



Workplace Health & Safety

- Be informed of and comply with WHS legislative and associated requirements (as employer makes information available, employee is to take steps to understand how it applies to self).
- Observe Kinross Wolaroi School WHS Protocol.
- Identify WHS information and training needs for self.
- Be involved in WHS projects according to priorities set by consultative processes and management direction.
- Comply with WHS initiatives as directed and agreed with management and consultative processes.
- Comply with safe work procedures as instructed by supervisor or manager.
- Comply with legal and reasonable instructions from employer representatives.
- Report all hazards, accidents and incidents to your supervisor and comply with WHS committee recommendations.



APPOINTMENT CONDITIONS

Employment will be offered on the basis of a maximum term, full time role commencing by negotiation for a period of 12 months. The full time hours of work will be 8:30am to 4:36pm Monday to Friday.

Employment will be offered subject to a period of probation, defined as six months in accordance with the *Fair Work Act 2009 (Cth)*.

The terms of employment are governed by the *Independent Schools NSW (Support and Operational Staff) Multi-Enterprise Agreement 2021 (MEA)* as it applies from time to time, or any industrial instrument that replaces the MEA. The position of Marketing Officer is classified at Senior Clerical Officer Level 3.3 of the MEA. In 2023 the annual salary for the classification of Senior Clerical Officer Level 3.3 is \$79,724 (FTE) plus Superannuation at the SGC rate.

Comprehensive terms and conditions of appointment will be the subject of a separate employment agreement.

Right to Work in Australia

Kinross Wolaroi School is not in a position to sponsor entry into Australia. In applying for an Australian based position you will be expected to already have a valid Australian work permit (permanent residency or applicable work visa). Information on Australian visas and working entitlements are available from the Department of Immigration.



APPLICATION

To make a confidential enquiry about the position, please contact Madeleine Bennett, Human Resources Advisor on mbennett@kws.nsw.edu.au

Before submitting your application please ensure that you have:

- Carefully reviewed the position description and ensure that you understand the role you are applying for and that it is suited to your skills, experience and qualifications.
- Your cover letter is the School's first opportunity to assess your suitability for the position. Your letter should provide insight into not only what you have achieved but also who you are.
- Please ensure that you have addressed the Essential Criteria in your Cover letter.
- Ensure that your CV clearly outlines your qualifications (including the institution and the date completed), career history and current contact details.
- You will need to include at least two referees at the end of your CV. Please provide referees names and current positions. Referees will not be contacted without your prior agreement.

Cover letter and CV can be submitted to mbennett@kws.nsw.edu.au

or addressed to

Madeleine Bennett
Human Resources Advisor
Kinross Wolaroi School
Locked bag 4
Orange NSW 2800

Preferred applicants will be screened in accordance with Child Protection legislation.