



St John's Regional College is a Catholic Co-Education College of 600 students, with a proud Lasallian and Presentation Heritage and is governed by Melbourne Archdiocese Catholic Schools Ltd (MACS)

St Johns Regional College is committed to Child Safety and Wellbeing. All employees are required to have a sound knowledge of Child Safety Standards, Policies and Procedures and adhere to the Child Safety Code of Conduct.

### **Key Responsibility Areas and Duties**

#### **Position Objectives:**

This position is an integral member of the College Administration Team with a strong relationship to the College Marketing team. The Administration Team supports students and staff in operational and administrative matters, assisting in the smooth running of varied College activities.

The Marketing and Administration Officer has overall responsibility for the coordination of marketing, communications, public relations, community engagement and building the College alumni. They will be recognised within the College community as an exemplary communicator with excellent writing and verbal communication skills. They will support and model the College's values and ethos when dealing with all stakeholders acting as an outstanding ambassador for the College, promoting its policies and exemplify its standards.

This position will also provide back up support to team members at Main Reception and Student Services, assisting with general enquiries, student enquiries, first aid and attendance queries. The Marketing & Administration Officer will always maintain confidentiality on all school matters.

Due to the nature of the role, on occasion, some duties will need to be performed at times other than during the day, including after-hours in the evenings and on weekends with time in lieu available.

#### **Responsibilities**

The Marketing & Administration Officer is responsible for providing administration support including but not limited to the following roles and duties.

#### **Marketing and Public Relations**

- With the support of external consultants and the College Leadership Team, develop and implement a progressive strategic marketing plan to build and sustain student enrolments
- Producing and maintaining a yearly marketing, communications, event, advertising and College promotional annual plan and calendar in line with the College marketing strategy
- Producing and presenting marketing reports as required
- Monitoring trends and conducting regular, relevant market research and using this knowledge to develop, implement and measure the success of the strategic marketing plan and marketing annual action plan
- Developing and managing the annual marketing and communications budget
- Maintaining a comprehensive resources bank/marketing toolbox including advertising copy, style guide, photographs, audio-visual and publication for print, radio and news media etc
- Promoting the profile of St John's Regional College to College families and externally to the wider community through public relations, the creation of awareness and social media followship
- Chair the marketing team meetings

#### **Digital Marketing**

- Maintaining the College's website and social media platforms on a continuous basis
- Oversee the design and ongoing operation and maintenance of a constantly evolving and improvement of the College website



- Monitoring and managing the College's reputation by paying particular attention to all media and social media coverage, including comments and reviews
- Creation of regular, high-quality and engaging content
- Responsible for taking photography and film of College events and activities
- Edit and produce short videos
- Creation and oversight of the digital content calendar

### College Newsletter

- Coordinate targeted written and development of visual content for the fortnightly newsletter (including photography and video)
- Liaise with stakeholders and subject matter experts to develop content for specific campaigns

### Media and Advertising

- Establish close relationships with news media, supplying regular and interesting copy and phot opportunities to promote student achievement, College developments and events
- Ensuring all media opportunities are captured and promoted in a number of areas including social media, newsletters, website etc in a consistent manner
- Liaise with Learning Area Leaders to develop and capture school based content

### Signage and Merchandise

- Work with Facilities Management to ensure all signage is maintained, clear and in functional order
- Provide advice on the selection of and placement of all physical on and offsite signage
- Purchase and maintain relevant and price appropriate branded merchandise
- Manage the creation and maintenance of honour boards, trophies and plaques

### Alumni

- Build and strengthen the College's Alumni
- Improve communication between the College and past students, staff, families and members of the College community
- Maintain the management of the College Alumni database
- Establishing and digitise a school archival collection in collaboration with interested staff, students and member of the College community
- Liaise with the VET – Events Management staff

### Collateral

- Develop digital and print collateral in line with the College Style Guide including prospectus, publications, flyers, presentations, posters etc
- Support the research, content development and design of the annual College yearbook

### Event Coordination

- In liaison with the College Registrar, provide administration and support for events, for example school tours, community celebrations, open days, transition events etc including event planning, ticketing, compliance paperwork, catering and publicity

### Stakeholder Management

- Managing the College's external marketing suppliers/consultants including but not limited to: Consultants, Designers, Printers, Manufacturers etc
- Fostering and building relationships with staff to ensure a consistent and integrated marketing approach across the College



- Liaison with College community groups including Parents & Friends, Alumni etc
- Providing marketing support to staff responsible for coordinating events

Any other duties as directed by the College Principal / Leadership Team

### **General Administration Duties (on a rostered basis)**

- Answer phone calls and assist other staff
- Assist with daily absences and attendance records on SEQTA
- Attend to general enquiries from students and staff and general public
- Attend to students requiring assistance at sick bay
- Other duties as required.

## **Key Selection Criteria and Qualifications**

### **Essential**

- Proficiency with the Adobe Creative Suite or other graphic design software
- Familiarity with SEO, keyword research and Google Analytics
- Experience with photography and video production and using multimedia as a storytelling mechanism for a variety of audiences
- Experience with social media platforms and associated skills
- Excellent communication skills with a creative flair
- Outstanding interpersonal skills to build relationships with key stakeholders
- Ability to understand and follow a marketing strategy
- Excellent time management and organisational skills
- Demonstrated ability to maintain strict levels of confidentiality
- A proven capacity to work independently and effectively in the face of changing priorities, deadlines and pressures
- Excellent customer service skills with a growth mindset
- Commitment to continuous improvement and efficiency with a pro-active attitude
- A personal sense of initiative, enthusiasm and a high level of energy
- Demonstrate a positive, can-do, go-the-extra-mile attitude
- A resourceful team member who can operate in a collaborative and inclusive manner
- Experience working in a busy, fast-paced environment would be advantageous
- An ability to foster positive relationships with students, families, and staff members and work collaboratively.
- A demonstrated commitment to the safety, wellbeing, and inclusion of all children
- Support for the educational culture and Catholic ethos of the College
- The successful applicant must hold or be willing to acquire a Working with Children Check card and a National Police Record Check before employment

### **Education/Qualifications**

- A qualification in marketing, graphic design, communications, media or an equivalent combination of relevant experience

### **Conditions**

- Salary – in line with CEMEA Agreement 2022
- Part time with the potential of full time for the right candidate
- Category C Education Support Officer with Paid School Holiday Leave – 7 weeks (4 weeks at Christmas and 1 week for all other term breaks)