

Position Description

Marketing Assistant (2 Positions)

Position Title: Marketing Assistant
Reports to: Head of Development
Department: Marketing
Campus: Warragul or Traralgon (some flexibility required)
Position: Full-time or Part-time (minimum 0.5 FTE)

The following Position Description is intended to give prospective applicants an overview of the intended position only. It is not intended to be an exhaustive summary of tasks and duties. It is expected that specific tasks and functions will change from time to time in line with School's operational structures and programs.

PRIMARY PURPOSE:

The Marketing Assistant is responsible for supporting the execution of the School's Marketing and Enrolment Strategy in order to assist the School in conveying the Schools mission and strategic intent, enhancing its reputation, generating enquiry to secure and retain a reliable stream of enrolments and strengthening relationships between the school and the wider community.

Key Deliverables include:

1. Content/Social Media Production
2. Media/Public Relations
3. Photography and Videography
4. Promotions and Events
5. Website Administration
6. Publications and Proofing

1. Content/Social Media Production

- Develop and curate content across channels and draft copy for use across all aspects of the School's communications, consistent with branding, including:
 - Marketing publications
 - Promotions and campaigns
 - Website content
 - Social Media posts, advertising and animations
- Applying marketing concepts and utilising copy to drive engagement.
- Identifying key stories and promotional features and developing strong content in support.
- Uncovering exciting profiles and stories relating to education and our key message points.
- Prompt and research for, and contribute to, pieces relating to educational thought leadership.
- Alignment of messaging with key branding document, content lens and prescribed tone and style.
- Contribution of articles for various school publications.
- Design work as directed for advertisements, signage, presentations and electronic use.
- Liaison with designers and printers as required.
- Coordination of advertising bookings as directed (print, radio, website, online listings, signage, letterbox delivery).
- Taking ownership of performance by continuously monitoring and improving published content to optimise performance and organic traffic.

2. Media/Public Relations

- Writing of media releases and editorial for all mediums as required, including sourcing imagery.
- Development of strong partnerships with the media, including hosting the media when on-site, and ensuring advertising deadlines are met.
- Promote communications and marketing materials through appropriate social channels.
- Assist in creating new campaigns, events and marketing initiatives.

3. Photography and Videography

- Active idea creation, planning and sourcing photos for use in press, social media, publications and advertising.
- Attending special school events (during working hours) for marketing photography purposes (sports carnivals, community events, performing arts).
- Sourcing video, editing and producing content as required including social media videos.
- Abiding by student photo permissions.
- Photoshopping of images and creation of social media graphics.
- Complying with photography stock management and archival procedures.
- Curating wall photo displays, PowerPoint collections, or for other events including setup, organisation and coordination.

4. Promotions and Events

- Take a team member role in the organisation, attendance and pack-down of information days and evenings, Open Days, major school community events and other school promotions.
- Liaise with staff, students and parents as required to help facilitate and promote the activities and events of these groups.
- Sourcing, pricing and ordering of promotional items.
- Preparation and required printing for event showbags.
- Providing logos, use of logos, use of school images to suppliers as requested.

5. Website Administration

- Actively updating webpage content, pages, downloads and images.
- Assist in publication uploads and ensuring removal once out of date.
- Linking of events, pages and downloads to enable customers to easily navigate and access information.
- Creation of customer interaction pieces (forms, web pages, etc.)
- Data management and reporting as required

6. Publishing and Proofing

- Creation and/or adjustments and printing of curriculum publications and handbooks as directed.
- Creation of marketing publications for use in enrolment and other activities.
- Proofreading of all documents produced by the department and Perspectives magazine.
- Contribution to improvement and updating of the style guide and writing guide.

OTHER DUTIES

- Develop and maintain efficient office procedures.
- Maintain a high level of ongoing communication with marketing team members.
- Attend professional development activities and conferences.
- Maintain an up-to-date knowledge of education industry trends and outcomes, and any statutory requirements.
- Prepare reports as directed.
- Other duties as required by your Manager and/or the Principal.

KEY SELECTION CRITERIA

Essential Experience and Skills:

- Tertiary qualifications in marketing, communications or journalism highly desirable.
- Strong writing skills, coupled with strong communication skills and the ability to quickly identify worthy stories.
- Capacity to edit rigorously and proofread with a high attention to detail.
- Excellent communication, including verbal skills.
- Experience in events planning and management.
- Demonstrated ability to make independent judgments and select appropriate options or procedures.
- Strong ICT skills with demonstrated proficiency in the use of InDesign, web content management systems, Microsoft Office Suite and a School (and/or Business) Management System.
- Ability to maintain confidentiality and professionalism at all times.
- High standard of professional presentation.
- Outcome focused.
- Demonstrated understanding of the School's vision and direction.
- Ability to work after hours when required to attend school events.
- Willingness to uphold the ethos and values of the School at all times.
- Excellent attention to detail.
- Strong time management skills and organisational skills.
- Capacity to apply problem-solving skills to non-routine activities, and to plan and act strategically.

Desirable:

- Previous experience in a similar role

Essential Behavioural Competencies:

- **Organising:** Ensures the efficient coordination of activities by establishing clear priorities; schedules activities to ensure optimum use of time and resources. Prioritises and plans in advance. Sets realistic timescales and meets deadlines.
- **Teamwork:** Ability to work in a team environment and contribute to the achievement of team goals and interface with multiple stakeholders to achieve the best outcome for stakeholders.
- **Information orientation:** Takes a methodical and consistent approach towards information management. Approaches work in an orderly and systematic manner to ensure that high quality standards are met with the necessary attention to detail and information accuracy. Whenever possible, gets work right the first time and leverages the use of information systems and available technology.
- **Customer and Improvement focus:** Concerned to provide a prompt, efficient and personalised service to stakeholders; goes out of way to ensure that individual stakeholder needs are met. Identifies opportunities for improvement and uses initiative.
- **Interpersonal Sensitivity:** Shows consideration, concern and respect for other people's feelings and ideas. Quickly builds rapport, listens to others and demonstrates interest in their opinions. Is tolerant of differing needs and viewpoints and is able to maintain relationships with different types of people including future and current parents, students, staff and external contacts. Deals with sensitive and confidential information with tact and discretion.

CHILD SAFETY

St Paul's Anglican Grammar School is a child safe organisation which welcomes all children, young people and their families.

We are committed to providing environments where our students are safe and feel safe, where their participation is valued, their views respected, and their voices are heard about decisions that affect their lives. Our child safe policies, strategies and practices are inclusive of the needs of all children and students. We promote positive relationships between students and adults and between students and their peers. These relationships are based on trust and respect.

We take proactive steps to identify and manage any risk of harm to students in our school environment. When child safety concerns are raised or identified, we treat these seriously and respond promptly and thoroughly. Particular attention is given to the child safety needs of Aboriginal students, those from culturally and linguistically diverse backgrounds, international students, students with disabilities, those unable to live at home, children and young people who identify as lesbian, gay, bisexual, trans and gender diverse, intersex and queer (LGBTIQ+) and other students experiencing risk or vulnerability. Inappropriate or harmful behaviour targeting students based on these or other characteristics, such as racism or homophobia, are not tolerated at our school, and any instances identified will be addressed with appropriate consequences. All staff, contractors and volunteers are expected to act on any such incidents. It is also an expectation of the School that all staff and volunteers will support children to express their culture and enjoy their cultural rights.

Child safety is a shared responsibility. Every person involved in our school has an important role in promoting child safety and wellbeing and promptly raising any issues or concerns about a child's safety.

Teachers, Education Support Staff, contractors and volunteers are responsible for understanding and applying the School's child safety policies and procedures. All staff, as well as volunteers and contractors, must complete the St Paul's Anglican Grammar School Child Safety Training before beginning employment at the School and annually thereafter.

INTELLECTUAL PROPERTY

In accepting this offer of employment, you:

- presently assign to the School all existing and future Intellectual Property Rights (defined below) in all inventions, models, designs, drawings, plans, software, reports, proposals and other materials created, generated or developed by you (whether alone or with the School or with other employees, agents or contractors of the School), during the hours of work or otherwise, for use by the School;
- acknowledge that by virtue of this paragraph all such existing rights are vested in the School, and, on their creation, all such future rights will vest in the School;
- agree that you will do all things reasonably requested by the School to enable it to assure further the Intellectual Property Rights assigned under this contract of employment;
- agree that you will not use, copy or reproduce any of the intellectual property of the School other than for the purpose of your employment or as approved in writing by the School;
- voluntarily and unconditionally consent to all or any acts or omissions by the School (or persons authorised by the School) in relation to any and all works made by you (whether before or after this consent is given) during your employment which would otherwise infringe your Moral Rights.

Intellectual Property Rights: all intellectual property rights including, without limitation, patents, significant copyright works, registered designs, trademarks (both registered and unregistered), business and trading names, and the right to have confidential information kept confidential.

Moral Rights: in relation to any copyright works that you may author in the course of your employment with the School, the right of attribution, the right to prevent false attribution, and the right of integrity.

KEY INTERNAL CONTACTS

- Manager
- Principal
- Heads of School
- Enrolment Team
- Marketing Team
- Teaching Staff
- Maintenance Team

KEY EXTERNAL CONTACTS

- Media Outlets
- Suppliers