



Marian College

Position Description

POSITION:	DIGITAL MARKETING AND COMMUNITY OFFICER
CATEGORY:	“EDUCATION SUPPORT OFFICER”, (WITH EMPLOYMENT CONDITIONS AS PER THE VICTORIAN CATHOLIC EDUCATION MULTI-ENTERPRISE AGREEMENT (2018))
REMUNERATION SCALE:	NEGOTIABLE DEPENDING ON QUALIFICATIONS AND EXPERIENCE
FULL TIME EQUIVALENT:	0.8 FTE to Full-time (negotiable) (Flexibility to vary working hours to fulfil requirements of position)
REPORTS TO:	PRINCIPAL

OVERVIEW

All staff members of Marian College are expected to support Catholic education in the Brigidine tradition as expressed in the College's vision and mission statements. Staff are expected to reflect the values of Kildare Ministries in the way they perform their role and in the relationships they form with all members of the College community. Each staff member's role is designed to contribute to the best possible educational outcomes for all students, enhance the community's strengths and ensure careful stewardship of the College's resources.

PRIMARY OBJECTIVE OF THE ROLE

The Digital Marketing and Community Officer is responsible for developing and implementing creative, effective and integrated marketing and communication strategies to promote, both externally and internally, the philosophy, vision, culture, activities, achievements and events of Marian College. They will provide a strategic marketing plan that is regularly reviewed and updated. Working in the key area of marketing, development and communications, this role supports the delivery of excellent communication and promotional programs for the College. With a focus on publication production as well as alumni liaison, database and website management, and social media connections the role requires an individual with outstanding writing and editing skills and experience in the use of a broad range of software and online systems. The Digital Marketing and Community Officer will work to support parent participation in the school community. The Officer will also have the responsibility of building reciprocal connections between the College, local primary schools (through the transition program) and the local business community. They will also have responsibility for the continued development and organisation of the Marian College Alumnae. With the Principal, the Digital Marketing and Community Officer will support the marketing functions of the College, looking to promote Marian College as a school of choice for girl's education in the western suburbs of Melbourne.

MAJOR AREAS OF RESPONSIBILITY

The Digital Marketing and Community Officer has responsibility for the following:

- I Marketing, Development and Communications
- II College brand management
- III Event management
- IV Develop opportunities for parent and Alumnae involvement in the school community
- V Develop reciprocal links between Marian College, local primary schools and the local business community

STATEMENT OF DUTIES The following duties are aligned to the 5 major areas of responsibility of the Digital Marketing and Community Officer:	
Marketing, Development and Communications	<ul style="list-style-type: none"> - develop and oversee the overall marketing, development and communications strategies and activities - develop policies and procedures pertaining to College development and community relations - liaise with Registrar and Archivist with respect to their responsibilities and the impact on the College's marketing and development - with the Principal systematically plan the promotions and marketing activities calendar for the coming year - develop and implement an annual marketing and communications strategy ensuring activities are aligned with the broader strategic objectives of the College - identify and, in consultation with the Principal, engage new marketing opportunities across all areas of marketing. - stay up to date with emerging technologies and marketing tools to provide increased communication and engagement with key internal and external community members - develop and maintain the College website, ensuring content is always up to date and promotes the College vision with comprehensive evidential material consisting of photos, videos and testimonials from all sections of the College community - manage the College's social media profiles (Facebook, Instagram, Twitter and Youtube), creating an annual roadmap of communications, and regularly posting, oversee comments, stories and posts that impact on or mention the College directly and take appropriate actions where needed - attend all major College events where required – a number of these occur out of hours - create content for the fortnightly newsletter, provide stories, photos, links, and other notable promotional material - with the Personal Assistant to the Principal, create an annual College Yearbook, including coordination and collation of content, edits, printing and distribution - take photographs at College events, or of the property, of staff and students, for promotional material - arrange, as appropriate for professional promotional photo and video shoots - engage and liaise with consultants and third-party suppliers as required, in the areas of design, print, developers and local media - liaise with appropriate media to ensure consistent promotion and marketing messages reach the community that are consistent in nature and positively reflect the College "brand" - work with the Personal Assistant to the Principal to develop and produce appropriate material for the use with promotions and marketing - ensure displays around the College are dynamic, of a high standard and celebrate the achievements of the College - ensure that material suitable for archival purposes is sent to the College Archivist
College brand management	<ul style="list-style-type: none"> - develop an annual advertising and promotions plan - in consultation with the Principal maintain, and update when required, the visual style and branding of the College - monitor strictly the use and adherence to the Marian College brand and Style Guide (in publications, collateral, digital and print materials, and signage). Make updates and develop templates as needed. Advise staff on their appropriate use - develop and oversee design and production of College promotional material and merchandise - work closely with the Business Manager to ensure all physical site signage (signs, flags, wayfinders, plinths, electronic screens, vehicle insignia and branding) conforms to brand

Event management	<ul style="list-style-type: none"> - consult the College Calendar and identify events that require promotion, archiving - coordinate and oversee the main promotional activities of the College ie College Tours, Priority Parish Primary School activities, etc in line with the College's marketing strategy - devise and execute the College's Master Content Calendar which contains a schedule of content and collateral to be generated for all platforms, as well as a list of important events/projects and associated tasks - With the appropriate line manager support all major flagship College events where parents and the general public have an opportunity to be involved - initiate and prepare proposals and timelines for future marketing events in consultation with the Principal - coordinate the planning and running of marketing focused events - facilitate and manage official College reunions in partnership with nominated reunion organiser
Parent, Alumnae and Community Involvement	<ul style="list-style-type: none"> - investigate potential areas of parent/Alumnae/community involvement - review and provide advice regarding parent communication across the school - liaise with key groups across the school with regards to improving parent participation - build a formal alumni association, requiring development of a Constitution, forming an Executive - develop and maintain an accurate and comprehensive database of College alumni & past staff by coordinating periodic telemarketing programs to contact all alumni and instigating methods for alumni to update their own records investigate opportunities for community involvement in formal and informal College activities - liaise with Registrar to ensure all current student alumni connections are captured and entered on the database. Work closely with Year 12 Level Leader to develop a Graduation pack - work with the Community Involvement Committee of the Stewardship Council to facilitate connections with parents and Alumnae - organise and facilitate parent and Alumnae involvement activities - utilise the various forms of social media to connect with the parent community and College Alumnae - Implement, manage and coordinate a College Hall of Fame, ensuring alumni's achievements are widely promoted. - Maintain alumni presence on College website and post regular updates to official Alumni Facebook site. - Develop and implement an alumni career mentoring program, working closely with careers department to build relationships with alumni opportunities eg Careers Expo, Breakfasts / Work Experience
Linking with Primary Schools and the Business Community	<ul style="list-style-type: none"> - with the Transition Coordinator support the development of links with local primary schools - with the Transition Coordinator develop Grade 4 and 5 Programs for students from Priority Parish Primary Schools and local government schools - source, develop links and increase the College's visibility with the local business community - seek opportunities for curriculum connections through project work, for example, sustainability projects
Other	<p>The Digital Marketing and Community Officer will, at times, be required to undertake other duties related to the role as directed by the Principal.</p> <p>In negotiation with the Principal it is possible for this role to evolve to capitalise on the individual strengths and initiative of the person in the position.</p>

QUALITIES AND CAPABILITIES

The successful candidate will demonstrate a comprehensive range of the following:

Commitment to Child Safety

- experience in working with children
- a demonstrated understanding of child safety
- a demonstrated understanding of appropriate behaviours when engaging with children
- familiarity with legal obligations relating to child safety (e.g. mandatory reporting)
- be a suitable person to engage in child-connected work

Dispositions

- a respect for the mission, identity and core values of Kildare Ministries Education as lived at Marian College
- a demonstrated commitment to giving witness to the Kildare Ministries *Living Justice Living Peace* charter
- a willingness to continue to develop as a professional in the area of digital marketing and community connections
- clear and strong understanding the need for accuracy, transparency and accountability in project implementation
- collaborative participation in professional relationships
- an openness to learning and improvement in all situations
- hospitality and service to all who engage with the school community

Attributes

- the capacity to manage multiple competing tasks in busy periods and meet tight timelines
- confidence and enthusiasm about the College community and environment
- compassion, objectivity and clarity when handling difficult, urgent and sensitive situations
- a tenacious and resourceful capacity for hard work
- a sense of humour and appreciation of the appropriate use of humour
- sensitivity when working with people from diverse cultural backgrounds

Knowledge and understandings

- comprehensive understanding of the complexities of College operations on a day to day basis
- current digital marketing technology applications and the understanding of their use within the College and wider community
- the need for teamwork in College organisation
- the need to minimize risk in all activities involving marketing and community links

Skills

- demonstrated initiative and enterprise in developing and improving efficient and effective work practices in the areas of marketing and community relations
- ability to produce and improve marketing and community material
- demonstrated capacity to provide leadership characterised by a desire for continuous improvement, lateral thinking and innovation
- highly developed interpersonal and communication skills demonstrating the ability to liaise and communicate effectively with people at all levels and from varying backgrounds
- excellent written and oral communication skills
- well-developed project management skills
- the ability to work collaboratively, flexibly, independently and creatively in a demanding environment
- the ability to apply effective and efficient work practices
- the capacity to listen, clarify, negotiate and support families
- the capacity to develop and maintain professional relationships across the College community
- excellent capabilities in the use of information and communication technologies especially: Microsoft Office system, database management, online and mobile applications
- the ability to choose and use appropriate formats for a variety of communications and reporting
- the ability to integrate habits and practices of ongoing review and evaluation to ensure continuous improvement

RISK AND OCCUPATIONAL HEALTH AND SAFETY The Digital Marketing and Community Officer will: <ul style="list-style-type: none">– comply with legislated occupational health and safety practices and participate in consultative processes– observe safe work practices in accordance with training and instruction given– identify and report where appropriate, action risks/hazards in order to eliminate or mitigate against the risk recurring (Risks arising in the workplace may be financial, site, task or person specific or related to safety)				
KEY COMMUNICATIONS <table><tr><td>INTERNAL<ul style="list-style-type: none">• Transition Coordinator• Family Liaison Workers• Principal• Personal Assistant to the Principal</td><td>COMMITTEES<ul style="list-style-type: none">• Stewardship Council sub-committee – Community Involvement• Transition Team</td><td>EXTERNAL<ul style="list-style-type: none">• Parents• Local Business Community• Primary Schools</td></tr></table>		INTERNAL <ul style="list-style-type: none">• Transition Coordinator• Family Liaison Workers• Principal• Personal Assistant to the Principal	COMMITTEES <ul style="list-style-type: none">• Stewardship Council sub-committee – Community Involvement• Transition Team	EXTERNAL <ul style="list-style-type: none">• Parents• Local Business Community• Primary Schools
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Background & Qualifications	Experience working in a secondary school environment Experience working with community organisations Experience in marketing with an emphasis on digital marketing Qualifications in digital technology and/or marketing			
Other Requirements	Criminal Record Check Valid Working with Children Card Flexibility to vary working hours to fulfil requirements of position			
Contract & Conditions	Contract: Ongoing Conditions: Entitlements under the Victorian Catholic Education Multi-Enterprise Agreement 2018			

AUTHORISED BY: PRINCIPAL

DATE: OCTOBER 2022