

| Title: | Director of Marketing & Communications |
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| Date reviewed: | December 2022 |
| Reporting to: | Head of Operations |
| Supervised by: | Senior Executive |
| Supervises: | Marketing Administrative Assistant (part-time) |
| Liaison with: | Principal, Heads of School and Departments, all Staff |
| Department: | Support Services |
| Classification: | Pay Level by negotiation; all other conditions are covered by the NSW Christian Schools General Staff Multi-Enterprise Agreement 2020-2023 |
| FTE: | 5 days per week, 42 weeks per annum  The position is considered a senior management position. Whilst general hours of work are 8.30am - 4.30pm the position will require work outside of these hours. The flexibility of working hours is reflected in the pay level for this position. |
| Qualifications, skills & attributes | Strategic planner with a proactive approach  Collaborative and confident style  Marketing and / or Communication qualifications  Strong analytical and project management skills  Familiarity and competence in working with graphic design and digital platforms  Excellent oral and written communication skills  A genuine Christian faith with a willingness to support the values and ethos of OFG |
| Experience | 5 years+ working in a Marketing or Communications role  Experience developing and implementing marketing and communication strategies and plans |

**Support Staff Mission Statement**

To provide excellent Marketing support to the OFG Board, Staff, Parents and Students in a personal and professional manner, equipping them to successfully fulfil their roles in the school.

**Responsible for:**

This ‘hands-on’ creative role is responsible for leading and developing the OFG marketing and communication strategy in line with the school’s values and branding, promoting the school to prospective parents, students and the wider community, and managing community engagement within the school through diverse communication platforms.

**Key Result Areas:**

| **Specific Accountability** | **Performance Standards** |
| --- | --- |
| Marketing and Communications | * Lead and develop the annual marketing strategy and plan in line with the school’s objectives and values * Management of a part-time marketing assistant * Overall responsibility for brand management * Initiate first to market strategies to cut through competitive clutter and engage prospective parents * Collaboration with key executives and staff to ensure all are aligned and informed about the annual marketing strategy, activities and advertising * Manage the content creation and consistency across all school marketing programs, activities and advertising in line with style guide * Manage and develop the school’s paid, owned and earned presence across social media including; Facebook, Instagram and LinkedIn * Manage and update content on the school’s website * Create and produce the school’s prospectus * Manage and develop SEO and SEM * Manage the marketing budget * Evaluate the efficacy of marketing activities, identifying enrolment growth opportunities * Research and review competitive school marketing activities and brand position to identify gaps in the market and create a competitive edge for OFG * Keep up to date on educational marketing trends to inform marketing strategy * Manage relationships with media owners and outsourced suppliers * Develop physical marketing assets and promotional materials |
| Internal Communications | * Oversee the activation of parent portal updates, and weekly eNewsletter to ensure brand consistency and communication in line with school values * Support school events through the creation of programs, posters and advertising (where applicable) * Creation, project management and production of annual school yearbook * Support teachers at internal school events by taking photographs, used across social media and in yearbook * Organise and manage formal student photoshoot for marketing materials * Comply with legal requirements and data privacy by seeking parent permission to use student photographs in specific marketing campaigns * Participate in the school’s corporate life, including attendance and assistance with stakeholder events |
| School Uniform | * Project management of school uniform design requirements such as Year 12 jackets, Tour tops or sporting competitions |

**Other relevant information**

Kiss and Drop duties

Other duties as directed by the Principal

Participation in staff meetings, PD days and staff devotional and worship events