



Oxley Christian College
Position Description

Marketing and Development Officer

POSITION SUMMARY

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| POSITION TITLE: | Marketing and Development Officer |
| AREA / DEPARTMENT: | Administration |
| RESPONSIBLE TO: | Principal, through the Business Manager |
| ADDITIONAL KEY RELATIONSHIPS: | Head of Senior School Head of Junior School Performing Arts and Events Administrator |
| FULL TIME / PART TIME | Full time |
| AWARD | Educational Services (Schools) General Staff Award 2010 |

RESPONSIBILITIES

The role of Marketing and Development Officer (MDO) incorporates both Marketing and Communication, and Visual Communication. The MDO is responsible for:

- The development and implementation of the College's marketing and communications strategies, to build the College's profile in the community, particularly by increasing the College's involvement in the life of the broader community of Chirnside Park and outer eastern Melbourne.
- The design and production of internal and external promotional materials, advertising and signage;
- Developing and maintaining promotional photographic and video assets; and
- The management of the College website and social media platforms.

This position is responsible to the Principal and through the Business Manager, and is a professional member of the Administrative team.

As a member of staff, the MDO will support the Principal and staff in the promotion of the College and its values both within the College and to the wider community.

As a member of the Administrative team, the MDO is also accountable for the promotion and maintenance of an appropriate and positive public profile of the College.

The nature of the role requires the MDO to be flexible with working hours, but generally the hours will be between 8:30am to 5:00pm each day. There is a requirement for occasional after-hours' duties relevant to the role. The MDO is required to attend weekly Administration staff devotions.

Salary is negotiable and is dependent on qualifications and experience. There will be four (4) weeks paid annual leave, generally to be taken during school holidays.

MARKETING and COMMUNICATIONS

Duties

- a. Prepare an Annual Marketing Strategy in consultation with the Principal.
- b. Book advertising spaces for billboards and radio, according to the Marketing Strategy.
- c. Directly market the College to feeder kindergartens and schools.
- d. Book and maintain the College profile pages on school guides sites.
- e. Promote and maintain the College image in accordance with the Mission Statement and Marketing Strategy.
- f. Ensure that the College has a significant and positive public profile which enhances student enrolments, advocacy on behalf of the College and funding support for College programs.
- g. Assist with the promotion, coordination and management of events, including Open Day, Arts Festivals, Musical Productions, Presentation Evening and Anniversaries.
- h. Promote 'School at Work' tours and Scholarship Testing.
- i. Assist with the development of new promotional videos for both local and international students.
- j. Attend and support major College events, seminars and productions, including formals/student dinners, Presentation Evening, providing promotions advice, support and other assistance, as required.
- k. Maintain an awareness of issues that may impact on the College and be prepared on direction of the Principal, to address such issues on behalf of the College by putting forward the College's position.
- l. Identify and conduct annual fundraising campaigns, as required.
- m. Management of the Marketing budget.
- n. Engage the College and wider community with appropriate use of social media and maintaining the College accounts.
- o. Prepare a Communications schedule of positive media stories for use on social media accounts and College website and post articles, photos and videos on a regular basis.
- p. Deploy a Digital Marketing Strategy as set out in the Annual Marketing Strategy, using Google Ads, Social Media ads and Geofence to support the relevant campaigns.
- q. Track and summarise campaign progress and report marketing statistics using Google Analytics.
- r. Conduct, analyse and report on annual satisfaction surveys of key stakeholder groups, such as parents, staff and exiting Year 12 students.
- s. Collect, analyse and report demographic data relative to the College catchment areas.
- t. Coordinate the collation of information in order to maintain an Alumni register.
- u. Assist with the promotion, coordination and management of Alumni Reunions (held annually as part of Open Day).
- v. Establish, design, and distribute an Annual Alumni Newsletter.
- w. Train and oversee staff in website content management.
- x. Other duties as required by the Principal.

VISUAL COMMUNICATIONS – Graphic Design, Photography and Videography

Duties

- a. Continue to develop College branding, including layout and design of all College publications and printed materials; Curriculum Handbooks, College stationery, Special Event promotional materials, ticketing and booklets, College maps and signage, Annual Community Report, Annual Yearbook, Alumni newsletters, and branded promotional items.
- b. Continue to develop and maintain the College website in line with Oxley branding.
- c. Design and prepare artwork for advertisements and other promotional materials, for various annual campaigns, including:
 - School at Work Mornings;
 - Open Day;
 - Musical Productions;
 - Visual Arts Exhibition;
 - Enrolments and Scholarships; and
 - Specific campaigns as directed by the Principal, from time to time.
- d. Design the cover for the College Diary in consultation with the Heads of Schools.
- e. Design, collate and produce the College Annual Report (Community Report) and prepare for submission in various formats to the appropriate authorities.
- f. Design and create the visual elements for Presentation Evening, including highlights videos, Keynote presentation and printed program.
- g. Coordinate the design, collation and production of the College Yearbook.
- h. Develop and maintain the College's printed and digital versions of the enrolment information packs.
- i. Review, update, create and maintain stock control of the College's marketing collateral to ensure that it is appropriate and current.
- j. Produce and update the College Style Guide package to be used by the College administrative and ICT staff.
- k. Coordinate and oversee marketing photo shoots and video production with external service providers.
- l. Develop and maintain the photo gallery files by:
 - Attending and photographing major College events;
 - Preparing photographic files for use in digital and print formats; and
 - Preparing photos for highlights videos used at major events (Open Day, Presentation Evening, Reception).
- m. Maintain and update the College Honour Boards.
- n. Assist with the design and development of College uniforms.

ESSENTIAL CRITERIA

- Strong communication skills.
- Understanding of the ethos of Christian Education.
- Professional writing skills including editing and proofreading skills.
- Strong negotiation skills.
- Uncompromising confidentiality.
- Ability to work collaboratively.
- Ability to work quickly and to deadlines.
- Ability to work independently, with initiative.
- Proficiency in Adobe Creative Suite, including Illustrator, InDesign, Photoshop and/or Lightroom and in particular software associated with photographic and media production skills.
- Photography and video making skills
- Experience with the use of Social Media in a promotional context.

- Be highly proficient in the use of IT with demonstrable proficiency in the Microsoft Suite in both PC and Mac environments.
- Ability to develop creative ideas while maintaining a strategic focus.
- Experience with website CMS environment, WordPress.
- Experience with creating, deploying and analysing surveys using Survey Monkey.
- Ability to develop creative ideas while maintaining a strategic focus.
- Strategic planning expertise.

DESIRABLE CRITERIA

- Marketing experience, including school marketing.
- Skills in web design.
- Knowledge in SEO / SEM principles and implementation.
- Knowledge of the local area.