

# MacKillop College

## Marketing, Communications and Events Manager



### Position Description

Classification (CEMEA 2022)	Education Support Employee, Category A Level 4 or 5 depending on experience
Position reports to	Principal

### About MacKillop College

MacKillop is a Catholic college in the Josephite tradition. Inspired by the spirit of St Mary of the Cross MacKillop, we strive to:

- encourage individuals to reach their full potential as lifelong learners by providing an innovative, challenging and collaborative learning and teaching environment in a rapidly evolving society;
- foster leadership by empowering and developing all members of the school community;
- enhance positive relationships in a supportive community by promoting justice and a sustainable future;
- support wellbeing by affirming the intrinsic dignity of each individual, embracing diversity and empowering active citizenship;
- witness the presence of God amongst us by celebrating our Catholic heritage as a faith community.

### Overview of the Role

This role is responsible for developing, implementing and evaluating the marketing and communication strategy for the College, and will collaborate closely with the Principal and College Leadership group to build the Colleges reputation and brand in the community as a leading Catholic Secondary College.

This role is responsible for developing, implementing and evaluating the College marketing and communication strategy, and will collaborate closely with the Principal and College Leadership team to build the Colleges reputation and brand in the community, as a leading Catholic Secondary College.

As part of a fast-paced team, the role will oversee and manage the logistics for key College events ensuring high levels engagement with all key stakeholders. The successful person will be a strategic, empathetic and diplomatic communicator with the ability to oversee traditional, social and emerging media channels, and effectively liaise with the staff, local community and the media to address their questions and support positive and enduring relationships.

#### Commitment to Catholic Education

- demonstrate an understanding of the ethos of a Catholic school and its mission
- demonstrate an understanding of the Church's teachings and the Catholic teacher's role in the mission of the Church
- demonstrate a capacity to instil in students a respect for each other in accordance with the teachings of Jesus Christ willingness to integrate the Church's teachings into all aspects of curriculum

#### Commitment to Child Safety

- ensure students are provided with a child safe environment
- be familiar with and comply with the MacKillop College child safe policy and code of conduct, and any other policies or procedures relating to child safety
- demonstrate a duty of care to students in relation to their spiritual, physical and mental wellbeing
- implement strategies that promote a healthy and positive learning environment
- demonstrate an understanding of child safety standards and obligations (e.g. mandatory reporting)
- demonstrate an understanding of appropriate behaviours when engaging with children
- report any concerns relating to child safety immediately



## Accountabilities

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### Marketing and Promotions

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- in consultation with the Principal and leadership team, develop a marketing and promotion strategy for the College
- provide strategic advice and recommendations on effective marketing and promotion techniques
- develop, manage and implement an annual strategic marketing and promotion plan with aligned goals and targets
- develop specific marketing campaigns to attract prospective students and families
- lead the development of promotion material relating to the College expansion and development
- provide analysis on the effectiveness of marketing and promotional activities
- oversee the creation and distribution of all documents (including digital material) for marketing and external promotion
- oversee the creation and appropriate use of imagery used by the College
- oversee and coordinate College signage across all campuses, ensuring consistency and adherence to safety regulations
- oversee and maintain all College honour boards, trophies, and plaques as required
- provide advice and recommendations on the appearance and content displayed in public areas of the College (e.g. reception)
- oversight, coordination and procurement of all College promotional material including merchandise
- develop and monitor an annual budget for marketing activities
- in consultation with the Principal, oversee the management of the College brand, public reputation and perception in the community
- ensure alignment to relevant Melbourne Archdiocese Catholic Schools (MACS) policies and procedures.

### Communication

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- oversee the development, maintenance and application of the College style guide
- manage and moderate the content of all College digital and hard copy publications
- lead the administrative maintenance and access to College documents via online communication portals
- oversee the College website and ensure all content is regulatory reviewed and updated
- approve and moderate all content for social media platforms
- create content for all print and online media platforms as required
- provide advice on crafting key messages and communications with the media
- prepare internal and external statements, letters and media releases on behalf of the Principal
- lead the development and editing of key internal and external College publications including the annual report, newsletters, communications to parents and students
- oversee all public/external communications ensuring alignment to MacKillop College and MACS requirements
- provide strategic and logistical support to the Principal for responding to queries from the community
- oversee key communications that are provided to our College student and families
- evaluate the success of various communication strategies and implement recommendations for improvement
- produce promotional materials for college events including posters/flyers, invitations, guestlists and RSVP

### Events Management

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- develop an annual calendar of events for the College
- lead the planning and logistics for whole of school events e.g., Open Days, MacKillop Day, Information Evenings, Performances
- ensure the practical delivery of events including risk assessments, venue booking, catering, coordination of AV requirements etc.
- collaborate with the key stakeholders for events to ensure there is a clear brief and understanding of what the deliverables are and the expectations.

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## Professional Development

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- support a performance and development culture
- commit to and actively participate in professional development opportunities
- participate in appraisal/feedback processes to receive constructive feedback
- maintain required ICT skills required for the role

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## General Expectations

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- support the Victorian Catholic Education Authority (VCEA) 'Statement of Principles Regarding Catholic Education'
- comply with the MACS Code of Conduct
- act as a role model for students and staff
- actively contribute to the achievement of the School Improvement Plan
- stay informed by reading the Principal Memo, all College emails/direct messages and other correspondence on at least a weekly basis, responding appropriately
- abide by all College policies and procedures
- work collaboratively and build effective working relationships
- ensure MacKillop Colleges' public image, professional reputation and best interest is represented through all interactions and activities
- model a professional approach for all staff and students, including conduct, language and professional dress
- attend all relevant school meetings, functions, events, liturgies, open days, staff faith proceedings and professional development as required by the Principal
- observe the strictest confidentiality for all sensitive and private information
- participate in duty supervision as rostered, and other supervision duties as required
- actively contribute to the care of all College facilities, grounds, equipment, and resources

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## Work Health and Safety

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- take reasonable care of your own health and safety
- take reasonable care for the health and safety of others who may be affected by your acts or omissions
- cooperate with any actions MacKillop College implements to comply with Safety requirements
- comply with all Safe Working Procedures
- use appropriate Personal Protective Equipment (PPE) as required
- periodically update MacKillop College about any medical condition that:
  - is life threatening or may require Emergency Services to be called
  - could impact on your ability to perform your duties
- complete safety training courses as required and participate in compliance briefings or inductions as required
- do not 'intentionally or recklessly interfere with or misuse' anything provided at the workplace to support health, safety and welfare
- report all hazards (e.g. unsafe working conditions) and incidents (e.g. injuries, illnesses, etc.)
- work cooperatively and consult with Health and Safety Representatives to resolve workplace safety changes and issues
- undertake all work activities in a manner that ensures the workplace is free from harassment, bullying and discrimination and supports workplace diversity
- contribute to a healthy and safe work environment, and comply with all safe work policies and procedures

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## Other Duties

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It is not the intention of this role description to limit the scope or accountability of the position but to highlight the most important aspects. All employees are required to undertake reasonable duties commensurate with their skills and training from time to time in accordance with the needs of the College or as directed by the Principal.

## Required Capabilities

<b>Qualification</b>	<ul style="list-style-type: none"> <li>• A tertiary qualification in marketing, communications, media, or a related discipline, and/or equivalent demonstrated experience</li> </ul>
<b>Duty of Care</b>	<ul style="list-style-type: none"> <li>• must maintain currency qualifications in: <ul style="list-style-type: none"> <li>– First Aid and CPR</li> <li>– Mandatory reporting</li> <li>– Anaphylaxis management</li> <li>– Asthma management</li> </ul> </li> <li>• an ability to identify and assess risks for students/staff and implement appropriate mitigation responses/actions</li> <li>• provide appropriate direction, supervision and support to staff as required</li> </ul>
<b>Emotional intelligence</b>	<ul style="list-style-type: none"> <li>• an ability to build positive and meaningful relationships</li> <li>• an ability to set clear behavioural expectations</li> <li>• an understanding of emotional regulation of self and others</li> <li>• be enthusiastic and professional</li> </ul>
<b>Communication</b>	<ul style="list-style-type: none"> <li>• outstanding written and oral communication skills including the ability to adjust communication for the appropriate audience</li> <li>• strong attention to detail, including ability to produce, edit and proofread material for publication</li> <li>• an ability to liaise and manage productive relationships with external stakeholders including media</li> <li>• respond with sensitivity and professionally to queries from the community</li> <li>• demonstrated ability to construct media releases</li> </ul>
<b>Organisation</b>	<ul style="list-style-type: none"> <li>• ability to manage tasks with minimal supervision</li> <li>• highly effective project management including, prioritisation, multi-tasking, and time management skills</li> <li>• exhibited self-motivation</li> <li>• excellent problem-solving skills</li> <li>• analytical thinking</li> </ul>
<b>Marketing</b>	<ul style="list-style-type: none"> <li>• strong presentation skills</li> <li>• ability to manage the public profile and reputation of the College across media platforms</li> <li>• oversee relationships with marketing agencies including the ability to put together briefs and requests for proposals</li> <li>• creativity</li> </ul>
<b>Events Management</b>	<ul style="list-style-type: none"> <li>• ability to coordinate events of all scales</li> <li>• ability to liaise with external suppliers and contractors</li> </ul>
<b>Teamwork</b>	<ul style="list-style-type: none"> <li>• ability to work/collaborate as part of a team</li> <li>• ability to coordinate and lead the work of others</li> <li>• flexible and willing to help and support others to get the job done</li> <li>• ability to develop and maintain excellent working relationships with key stakeholders</li> </ul>
<b>Catholic Identity</b>	<ul style="list-style-type: none"> <li>• a demonstrated commitment to working in a Catholic Education environment</li> <li>• demonstrated pastoral approach towards student and staff relationships</li> </ul>

## Qualifications, Education and Experience

### Essential

- qualification in marketing, communications, media, or a related discipline, and/or equivalent demonstrated experience
- demonstrated experience in leading social marketing campaigns with a contemporary understanding of digital marketing
- proven ability to manage complex projects with strict deadlines
- highly developed strategic marketing, communications, and project management skills
- experience in creation of high level leadership reports appropriate for stakeholders and Board
- proven track record in building and managing relationships with a range of internal and external stakeholders including senior executives
- a commitment to teaching in a Catholic school environment

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**Desirable**

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- experience working in education or a politically sensitive environment
  - demonstrated experience in working in the secondary school environment
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**Declaration**

I accept the above duties for the position at MacKillop College.

Name: \_\_\_\_\_

Signature: \_\_\_\_\_

Date: \_\_\_\_\_