

TINTERN GRAMMAR

POSITION DESCRIPTION

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| Position: | Communications and Marketing Events Coordinator |
| Reporting to: | Director of Admissions and Marketing |
| Department: | Admissions and Marketing |
| Date: | December 2019 |

Duties and Responsibilities

Reporting to the Director of Admissions and Marketing the Communications and Marketing Events Coordinator will coordinate all aspects of marketing and communications for the School and will provide administration assistance to the department as required.

Specific Duties

- Contribute to the overall strategic direction of Marketing and Communications at the School.
- Maintain website content inclusive of writing copy, uploading video content and current photographs. Continued monitoring of website to ensure it is up to date, innovative and ahead of competitors. Identify opportunities and implement improvements.
- Work closely with external digital agency to ensure website meets compliance and ease of use for current, prospective families, staff and alumni. Work with agency to execute website SEO and SEM campaigns.
- Source content and promote activities and events through social media, website, newsletters, eDMs and intranet. Community management of social media accounts. Manage a continual and consistent digital brand presence for Tintern Grammar.
- Maintain School's profile on digital directories.
- Utilise analytic technologies to report on trends, drive strategies and increase visitation to website and social media.
- Monitor and report all marketing activities and competitor activities where appropriate.
- As necessary, assist the Marketing Publications Officer with developing content for school publications and promotional material.
- Develop relationships with media and promote our stories to journalists for publication. Actively seek opportunities to promote the school within media. Where necessary work with the Communications agency
- Assist with school events for the Admissions and Marketing team, including marketing, admissions and community relations inclusive of School Tours and Information Mornings, Scholarship testing day and community events.
- Coordinate surveys on behalf of the Marketing, Admissions and Community Relations team.
- As needed, coordinate events on behalf of the Principal's Office.
- Write ad-hoc communications as needed.
- Contribute to a customer focused, welcoming team by providing a high level of administrative support inclusive of brief periods of relief reception on roster and assistance to the Director of Admissions and Marketing.
- Photograph and video school events for inclusion in social media

Essential Criteria

- A qualification in one of the following areas. Marketing, Communications/Journalism or Public Relations.
- Experience and familiarity with the Digital Landscape inclusive of social media, development of an online presence, management of a website, data analysis including Google Analytics and SEO and SEM techniques.

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- Excellent Project Management skills with the capacity to work on multiple projects, retain accuracy and work well under pressure.
- High level of competency with Microsoft Office Suite and Adobe Creative Suite
- Excellent writing, editing and proofreading skills, contributing work in multiple media and the ability to write and target effectively to different audiences.
- Demonstrated ability to work independently but also a willingness to work collaboratively and contribute as a team member.
- Experience in developing, executing and targeting specific Facebook campaigns.
- Experience in executing eDM campaigns.
- Event management experience

Desirable Criteria

- Experience in an educational environment in a communications role or similar.
- Experience with Synergetic Database, Mailchimp, Survey Monkey, WordPress, Hootsuite and Trybooking.
- Media relations experience
- Understanding of school enrolment procedures
- Photo and Video skills

Please Note: *As part of a team that works closely with community groups this position requires occasional work outside of school office hours, including some weekend or evening work*

Key Contacts

Internal

Director of Admissions and Marketing
Community Relations Manager
Marketing and Admissions staff
Principal and PA
Members of Executive
Heads of Schools
Heads of Faculties
Administration staff
Tintern Alumni
Parent Groups
Teaching Staff
Parents
Students

External

Digital Agency
Media contacts

Child Safety

Tintern Grammar performs thorough assessments of potential and existing employees. The assessments will be used to ascertain whether the potential or existing employee is a fit and proper person to be trusted to work in a school environment and in the position applied for or held. The screening process includes, but is not limited to, Criminal Records Checks and Working with Children Checks.

Tintern Grammar's commitment to Child Safety.

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Tintern Grammar is committed to the safety, participation and empowerment of all children. All members of our community, including employees, contractors, agency staff and volunteers, have an important role in providing students with a safe and nurturing environment in which to prosper and thrive. Tintern Grammar has zero tolerance of child abuse and all allegations and safety concerns will be treated very seriously and consistently within our policies and procedures.

Tintern Grammar is committed to preventing child abuse through identifying risks early and removing and reducing these risks. We have robust human resources and recruitment practices in place.

OH&S

Employees are responsible for:

- Carrying out their duties in a manner which does not adversely affect their own health and safety or that of others
- Cooperating with measures introduced in the interests of workplace health and safety
- Undertaking any training provided in relation to OH&S
- Immediately reporting all matters which may affect workplace health and safety to the OH&S Manager or Property Manager
- Correctly using any information, training, personal protective equipment and safety devices provided
- Refraining from intentionally misusing or recklessly interfering with anything that has been provided for health and safety reasons
- Undertaking only those tasks for which they have authorisation and/or the necessary training, and for which all necessary safety arrangements are in place.

The purpose of this position description is to serve as a general summary and overview of the major duties and responsibilities of the position. It is not intended to represent the entirety of the position nor is it intended to be all-inclusive. Therefore, the position may be required or requested to perform for Tintern Grammar's other work duties not specifically listed herein. Tintern School reserves the right to modify this position description in consultation with the incumbent from time to time depending on the operational needs and requirements of the School.

I have read and acknowledge the requirements of this position.

Signed..... Date.....