



MacKillop College

W e r r i b e e

MacKillop is a Catholic Coeducational Secondary College with two campuses inspired by the spirit of St Mary of the Cross MacKillop. Set on approximately 18 hectares of beautiful gardens and playing fields, MacKillop is an established College catering for approx. 1670 students from Year 7 through to Year 12 and enjoys an excellent reputation in the local community.

MacKillop is an innovative and contemporary learning community which has exceptional facilities, offers a vibrant curriculum and well-established wellbeing initiatives. Our community invites passionate engagement in lifelong and authentic learning. We respect diversity and are responsive to individual needs. Every member of our community is supported in the pursuit of excellence.

Applications are invited from qualified and innovative personnel for the following newly created full-time position commencing immediately or at a mutually convenient time:

Communications and Marketing Manager

The Communications and Marketing Manager is an essential member of the College, bringing skills, experience, commitment and passion to enhance and promote all College programs and events. This person will be responsible for the development, implementation and delivery of creative and integrated communication and marketing strategies, initiatives and activities, including print and online communication materials, to ensure effective and efficient promotion of the College. The role will contribute significantly to organisational growth, innovation, and solidification of the College as a leading Catholic Coeducational Secondary College.

The role of the Communications and Marketing Manager is to:

- a) initiate, develop and implement a progressive marketing and communication strategy in collaboration with the College Registrar and Leadership Team to build and sustain student enrolments
- b) understand contemporary developments in marketing and social media communications, make recommendations and implement approved processes
- c) ensure ongoing and current editorialising of communications, publications, webpage content, ensuring quality control, timeliness and cost effectiveness
- d) provide ongoing analysis and continuous improvement of an overall marketing plan, including best practice digital marketing and campaign management
- e) produce an annual marketing, advertising and promotional plan in collaboration with relevant personnel
- f) develop and lead a digital marketing framework in conjunction with an ongoing evaluation of the effectiveness of current marketing technologies
- g) develop protocols and procedures for social media posts
- h) lead relationships with internal stakeholders and external providers required to successfully manage and continually improve the College marketing capability
- i) ensure all media coverage obtained is promoted in a number of areas including website and newsletters to key stakeholders
- j) develop and nurture strong relationships with news media, supplying regular photo opportunities to promote student achievement, college developments and events
- k) manage agency and vendor relationships to ensure any outsourced work is consistently of high quality, cost effectiveness and reflects the College's branding specifications
- l) monitor and manage the College's reputation paying particular attention to all media and social media coverage

- m) in collaboration with the website manager, constantly review the content on the College website ensuring all content is accurate and current
- n) manage College marketing and promotional publications and significant events including Open Day, MacKillop Day, Information Evenings, Performance Nights, building openings, VIP visits
- o) organise the promotional and archival publications of the College including College Yearbook, Newsletter and other promotional flyers, ensuring they meet College guidelines
- p) design, manage and coordinate the production and distribution of all promotional merchandise and College stationery
- q) ensure all displays are dynamic, of a high standard and celebrate the achievements of the College
- r) initiate innovative ideas that will continue to promote the virtues of the College
- s) provide effective and efficient administrative and organisation support as directed by the College Leadership Team. This includes, but not limited to, word processing, letter writing, preparation of excursion forms, editing and proofing of documents in line with the College's standards
- t) manage the creation and update of honour boards, trophies and plaques
- u) produce a style guide for the College, advise staff on use of the guide and monitor its use
- v) be in attendance at the various College and community functions / events
- w) provide timely advice to the Principal in matters relating to media attention
- x) compile and oversee the annual budget assigned, ensuring it keeps within budgetary constraints
- y) maintain effective communication with the Principal and other relevant staff
- z) ensure all 'MacKillop Events' are archived

The successful applicant will:

- be appropriately qualified
- demonstrate enthusiasm
- support and respect the ethos of the College and its environment

Your application must contain:

- The prescribed Application for Employment Form
- Curriculum Vitae

These should be forwarded no later than **10am on Friday 23 February 2018** to:

The Principal
MacKillop College
PO Box 522, WERRIBEE VIC, 3030
Tel: (03) 8734 5200 Fax: (03) 8734 5271
Email: employment@mackillop.vic.edu.au

The MacKillop College community promotes the safety, wellbeing and inclusion of all children.