



## Communications and Marketing Manager

Preshil is a small, secular and progressive co-educational school for ages 3 and 4 through to Year 12. The students take an active role in their education and develop responsibility for their actions; they are encouraged to ask challenging questions, to know themselves, care for others and achieve excellence on their own terms. The School is authorized to teach the Middle Years Programme of the International Baccalaureate Diploma Programme (DP), Middle Years Programme (MYP) and the and the Primary Years Programme (PYP).

The school's website is a valuable source of information in coming to an understanding of Preshil. The school philosophy is inspired by the work of Margaret J R Lyttle and builds continually on her work and the work of her niece, Margaret E Lyttle and the ideas of other educational theorists relevant to progressive education in 21<sup>st</sup> century Australia.

### Role Description

We wish to build our communications and marketing capacity in order to increase our presence in the wider community to ensure that we are able to attract families most closely aligned to our educational offering. Preshil offers an alternative to both mainstream schooling and to the identity of the International Baccalaureate as a narrow and exclusively academic program. We want to achieve modest growth over the next 5 years to meet our ideal capacity.

We are looking for an innovative, creative, determined marketing and communications professional to develop and drive our strategy for 2021 and beyond. An understanding of the educational landscape is desirable and a capacity to represent the values of the School is essential.

You will be responsible to the Principal and Heads of Campus and will work closely with the Registrar as the role will have some focus on attracting new students through developing new marketing initiatives, events and building collaborative relationships and partnerships.

You will be responsible for the communication of our brand through the development of Digital, Social and EDM campaigns, activities and collaborations. We are looking for someone who thrives on new ideas and then works to make them happen, who demonstrates creativity and collaboration. Our team will work together to reach shared objectives but want you to bring fresh ideas and marketing expertise to our team.

Some of your duties will include but will not be limited to:

- Executing a marketing strategy within the school strategy
- Planning and maintaining the Direct Marketing Schedule
- Copywriting, layout, design and some photography including formatting Tour Packs
- Developing new marketing strategies including production of in-house marketing
- Developing and implementing enquiry to enrolment strategy
- Audience Analysis and insights for current enrolments and planning
- Management and execution of all EDM (Electronic Direct Mail) campaigns
- Development of content for Social Media campaigns

- Managing media relationships, including developing P.R. pieces, editorial and advertising
- Managing events, appearances and marketing including contacting the person in charge of the event to organise photos; alerting media to events and providing photos
- Regular website updating and maintenance (Content only) and developing and maintaining a Profiles Page
- Managing Search Engine Marketing (SEM) optimisation
- Marketing administration
- Implementation of new systems and processes as required and ongoing reporting and optimisation of campaigns and processes
- Reporting to Council twice yearly
- Working as part of a multi-skilled team including providing support at reception
- Developing Customer Relationship Management (CRM)
- Ensuring appropriate training for new processes and systems for relevant staff
- Propose annual budget for marketing to Business Manager

To be successful in this role, ideally you will have the following skills & attributes:

- Have a marketing degree or relevant experience in a similar role
- Be self-driven and motivated with the ability to work both within a team and autonomously
- Be creative and collaborative
- Adhere to the highest standards of integrity and respect for others
- Have exceptional organisational and time management skills
- Think outside the square and be innovative
- Possess strong attention to detail
- Be dynamic and open and approachable
- Be able to demonstrate strong writing skills (with great spelling and punctuation)

On offer for the successful candidate will be an incredibly supportive management team, a competitive salary, a great working environment and part time hours.

### **Ensuring the Safety of Children and Young People**

Our organisation takes child protection seriously, and as an employee or volunteer of Preshil The Margaret Lyttle Memorial School, you are required to meet the behaviour standards outlined in our Safeguarding Children in Schools Code of Conduct. You can also access a copy of these guidelines via the Preshil website <http://www.preshil.vic.edu.au/why-preshil/policies/>

Therefore as a part of your duties and responsibilities, you are also required to:

- Provide a welcoming and safe environment for children and young people
- Promote the safety and wellbeing of children and young people to whom we provide services
- Ensure that your interactions with children and young people are positive and safe
- Provide adequate care and supervision of children and young people in your charge
- Act as a positive role model for children and young people
- Report any suspicions, concerns, allegations or disclosures of alleged abuse to management
- Maintain valid 'working with children' documentation

- Undergo periodic 'national criminal history record' checks
- Report to management any criminal charges or convictions you receive during the course of your employment/volunteering that may indicate a possible risk to children and young people.

### **Conditions of Employment**

The successful applicant will be subject to a Working With Children Check and Criminal History Records Check where applicable.

Our organisation undertakes several screening processes to ensure the appropriate protection of children in its care. This includes reference checks, identity check, qualification checks and professional registration checks.