*Therefore encourage one another and build each other up, just as in fact you are doing.*

*(1 Thessalonians 5:11)*

**Mission statement: *With Catholic faith as our compass, celebrated in the Eucharistic community of Sancta Maria College we will nurture confident, compassionate and connected life-long learners. We will be inspired to make a positive difference to a future global community and to the wider Catholic Church to which we belong.***

**Purpose of role:** To build connections with community

**Responsible to:**  Principal, Senior Leadership Team

**Functional Relationships:** Senior Leadership Team, Principal’s PA / Deputy Principal’s PA, Business Manager, Special Character Team, Heads of Department, Pastoral Deans, Director of International Students, the School and Wider Community, Alumni

**Responsible for:**

* Meeting any work requirements delegated by the Principal and Deputy Principals.
* Support of the Special Character of the College.
* Brand guardianship, ensuring consistency in brand use.
* Creating, developing and implementing communications/marketing initiatives and strategies that are aligned to the school’s values and strategic direction for a range of audiences.
* The effective management of marketing and communications channels to achieve quality outcomes, including newsletters, social media output and the school’s website.
* Promotional material, maintaining a positive perception and image of the school.
* Building and maintaining strong relationships with local media to create and maintain school profile.
* Liaison with external agencies (graphic designers, photographers and printers) to provide high quality printed and digital marketing materials, for use in local and international markets as required (eg International Department).
* Producing high quality photographs.
* Developing the annual College yearbook in liaison with the magazine editor; liaising with external agencies to co-ordinate the production and delivery of the College yearbook in a timely manner.
* Supporting and assisting the promotion of the College Alumni where required.

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| **Key Tasks** | **Expected Outcomes** |
| The overall effective management of the College’s website. | * Monitor Google Analytics to ensure that the site is working efficiently. * Conduct regular checks to ensure that all content is up-to-date and remove obsolete content as necessary. * Utilise Wordpress content manager to create new posts, events and web pages and apply ongoing updates in a timely manner. * Make use of software such as Yoast to maximise content readability and SEO. * Liaison with web design and hosting agency to address any operational issues that arise (e.g. dead links, slow loading times, pages not displaying correctly, etc). |
| **Key Tasks (continued)** | **Expected Outcomes** |
| The overall effective management of the College’s social media channels. | * Monitor social content to ensure compliance, appropriateness and consistency of tone. * Notify senior leadership in matters of serious inappropriate materials with urgency for follow up. * Create engaging content for regular use on social media channels. * Create and implement social media strategy to increase year on year post engagement on the College’s official Facebook page as per agreed targets. |
| Overall management of College newsletters. | * Research and collate/write content for the school newsletter in liaison with Principal’s PA, and distribute to the database using a suitable digital platform (e.g. Mailchimp / Sway / website area). * Maintain and update the newsletter database as required. * Regularly meet with student journalists and review all submitted content from sources around the school (teachers, sports department etc) for appropriate tone and grammar. * Monitor open rates and parent feedback. |
| Create content for both internal and external audiences. | * Actively seek out stories within and connected to the school and use these to create engaging content for use across a range of communications channels (website, newsletter, social media, etc). * Ensure that all content is in keeping with the values of the school, and that written content is of appropriate and consistent tone, and grammatically correct at all times. * Manage student photographers to capture photographic content, which must positively represent the school. Ensure that all images collected are filed properly for future reference. * Attend a range of school events in person, as necessary, to collect photographic content for the various channels. * Utilise or upskill in order to utilise image management software such as Adobe Photoshop. |
| Support the College in raising its profile with local media and be the liaison. | * Build positive relationships with local media to maximise coverage in a variety of publications. * Follow-up leads of student success and other newsworthy events and provide press releases and images to local media. |
| The development of identified marketing materials. | * Liaise with photographers, graphic designers and print companies to provide professional marketing collateral that raises the profile of the College. This will include the annual College prospectus. * Assist the International Department in the creation of marketing materials as required. |
| Assist the Editor with the production of the College Yearbook annually. | * Liaise with photographers (both students and professionals), graphic designers and print companies to produce the annual College Yearbook. * Be responsible for collating amendments, proofreading and final sign-off. |
| **Key Tasks (continued)** | **Expected Outcomes** |
| Support and protect the College brand as approved by the BOT. | * Enforce clear brand guidelines within the College, including correct use of logo and tone of voice. * Advise members of staff and external parties on how to implement these guidelines. |
| Assist the Board and Senior Leadership Team on any communications and marketing strategy(ies) as required. | * Assist the Senior Leadership Team in the development of those elements of the strategic plan which relate to communications and marketing. * Advise the Senior Leadership Team on matters relating to marketing compliance, social media best practice and the legal use of images (model release, parental permission, etc). |
| Support and assist the Principal and Principal’s PA for the promotion of the College Alumni where required. | * Promote through photographs, articles and features, the activities associated with Alumni events. |

***Limitations of Authority***

*Changes to procedures or routines must receive prior approval from the Principal. The Principal may make changes at any time in consultation with yourself and the Head of Department*

***Hours of Work:*** 20-30 hours per week (flexible), based on the needs of the College and circumstances of the successful applicant.

***Rate of Pay:*** *Employment conditions are in accordance with the Support Staff in Schools Collective Agreement: Based on skills, knowledge and qualifications.*

**Role Description: Communications & Marketing Coordinator**

**Reviewed:** September 2020 Louise Moore, Principal

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*Louise Moore* Date

**Principal**