



DIRECTOR of MARKETING AND COMMUNICATIONS

The Academy of Mary Immaculate is a Catholic Girls' Secondary College in the Mercy tradition. The College is the oldest girls' secondary College in Victoria, having been founded in 1857.

The College's vision, is to be a premier learning community recognized for developing young women of integrity and purpose, who are empowered by the values of Mercy, creativity and social justice in pursuit of academic and personal success.

The Director of Marketing and Communications is appointed by the Principal and is directly responsible to the Principal.

The Director of Marketing and Communications is responsible for working collaboratively with the College Leadership Team and various other support teams, in order to develop an effective marketing strategy that will promote and enhance the reputation of the College.

Responsibilities

- To actively collaborate with the Principal to promote and enhance the Catholic identity of the College and Mercy ethos
- To actively ensure that all College practices and procedures reflect the vision, mission and of the College
- To provide positive leadership as the College endeavours to fulfil its educational vision and mission;
- To be responsible for working collaboratively with the College Leadership Team and various other support teams, in order to develop an effective marketing strategy that will promote and enhance the College's reputation and showcase its strong qualities to the broader community;
- To share in the task of promoting collegiality and community within the College where all members are treated with dignity and respect;
- To develop, implement and maintain appropriate channels of communications at all levels of the College and the local community.

All Leaders at the Academy of Mary Immaculate commit to the vision of Academy as a 'premier learning community'

Marketing and Communications

The Director of Marketing and Communications will: -

- Develop a strategic marketing plan that aligns with the College's vision, mission, values and goals.
- In collaboration with the Leadership Team, prepare an annual marketing strategy that is in line with the College's strategic plan and annual action plan.
- Promote the College by identifying opportunities, formulating and circulating appropriate publicity material through various forums.
- Seek and/or develop innovative ways to market the College within the community.
- Develop and implement all advertising and marketing campaigns
- Liaise with the Registrar regarding enrolment trends and identify opportunities and areas for enhancement.

Promotion, enhancement and protection of the College's brand reputation

The Director of Marketing and Communications will:-

- Conduct market research to identify opportunities to promote and grow the College.
- Plan advertising and promotional campaigns across various types of media eg. Print, digital, social etc.
- Oversee the content and development of the College website and ensure it is updated on a regular basis.
- Develop key media and community relationships to maximise media exposure.
- Create relevant press and media release.
- Prepare advertising material and work with agencies as required.
- Develop and maintain the College style guide.
- Identify and capture key events and activities to promote both within the College community and to the College's wider community.
- Manage the College's online presence across social media eg Facebook, Instagram, LinkedIn
- Maintain control over College brands and trademarks.

Community engagement

The Director of Marketing and Communications will:-

- Maintain confidentiality at all times and demonstrate high professional standards within the College and community
- Provide support for the production of media videos, including streaming of key events.
- Assist with all digital events and communications.
- Support and encourage staff to be positive ambassadors of the College.
- Prepare public relations and promotional activities and/or materials including for potential intake from primary schools or for recruitment purposes.
- Assist with enquires and College tours as required.
- Work collaboratively with and support the Alumnae Committee and the College's Alumnae Coordinator.
- Attend relevant meetings of the Alumnae Association.
- Write articles for various College publications.

Commitment to Child Safety and Wellbeing

- Provide students with a child safe environment
- Be familiar with and comply with the school's Child Safety and Wellbeing policy and Code of Conduct, and any other policies or procedures relating to child safety
- Be familiar with, understand, address and comply with the new Victorian Child Safe Standards and Ministerial Order 1359
- Implement strategies which promote a healthy and positive learning environment

Qualification Skills and Experience

Skills

- Knowledge and ability to apply marketing techniques and principles
- Understanding of market research techniques, statistical and data analysis methods
- Graphic design skills (desirable)
- Photographic and videography skills (desirable)
- Thorough understanding of social media and web analytics
- Effective computer skills and knowledge of College administration systems

- Outstanding oral and written communication skills and interpersonal abilities
- Excellent project management and multi-tasking skills
- Effective time management skills

Other duties

- Any other duties as delegated by the Principal

Experience/Qualifications/Training

- Tertiary qualifications in marketing and communications
- Experience in adapting and refining a brand voice to suit different platforms
- Current Working with Children Check and National Police Record Check.

Special Conditions

- Some extra hours and flexibility of hours may be required around special events in the life of the College

Employment Conditions

All employees are employed under the terms and conditions of the Victorian Catholic Education Multi-Enterprise Agreement 2018.

Salary will be negotiated with the successful applicant, and will be dependent on skills and experience.

Annual leave will include 7 weeks per year and will be taken according to the provisions of the Victorian Catholic Education Multi-Enterprise Agreement 2018. Annual leave is to be taken, with one week at the end of term 1, term 2 and term 3 breaks and the remaining for weeks during the Christmas/New Year period.



KEY SELECTION CRITERIA

The successful candidate must demonstrate :-

- An awareness of and commitment to the College's aims as a Catholic school in the Mercy tradition.
- A creative and contemporary approach to marketing .
- Demonstrated experience in successful marketing, communication, promotion, materials and projects.
- An understanding of the importance of relationships both within the College and the wider community.
- Highly developed communication and interpersonal skills and demonstrated experience of working with a range of stakeholders.
- Excellent organisational skills and the ability to be flexible, proactive and resourceful.
- Ability to maintain confidentiality
- A knowledge and understanding of and commitment to the child safe standards.
- Relevant tertiary qualifications

The successful applicant must hold or be willing to acquire a Working with Children card and a National Police Record Check before employment. The successful candidate will have a knowledge and commitment to Child Safe Standards as per Ministerial Order No. 1359.

Key Performance Indicators

Key performance indicators will assess.

- The provision of strategic direction and leadership in the area of marketing the College.
- The development, implementation and evaluation of a strategic Marketing Plan
- The establishment of positive relationships both within and beyond the College community.
- Raising the profile of the Academy through written publications and on social media platforms