



ROLE DESCRIPTION for MARKETING & EVENTS MANAGER

Position Title:	Marketing & Events Manager	Date Reviewed:	26/07/2022
Department:	Administration	Reports to:	Head of Enterprise & Culture
Supervises:	N/A	Contract Type:	Permanent part time (0.6) (Term time only) Clerical & Admin Staff Level 4

PURPOSE OF POSITION

The **Marketing & Events Manager** (MEM) is a newly developed role designed to enhance and grow our School's current position in the marketplace. The MEM will provide strategic direction and implement proven and creative initiatives to showcase RJ as the 'School of Choice' in Western Sydney thereby attracting new families and affirming our current families' commitment to RJ. The MEM will also facilitate various School events to build community and promote the School.

The MEM will be actively involved in promoting both the Oakhurst and Marsden Park Campuses, but primarily located at the Oakhurst Campus.

KEY RESPONSIBILITIES

- A. Develop and facilitate strategic and operational marketing and customer relationship activities.
- B. Develop, implement, and annually review a Marketing Strategy based on demographic studies and other relevant data, with a particular focus on building the Secondary section of the Marsden Park Campus.
- C. Ensure the School's digital platforms and social media presence is optimised, professional and engaging.
- D. Seek new and innovative opportunities for School promotion.
- E. Liaise with agencies and other marketing and business consultants concerning promotion and brand support programs, new initiatives, and market research, ensuring that each program is strategic and cost effective whilst achieving desired goals and outcomes.
- F. Develop key messaging for the School and craft the narrative of the School while ensuring a common language is recognised and understood internally and externally.
- G. Develop and implement a Style Guide for internal and external communication to optimise the professional look and branding of the School.
- H. Coordinate internal and external community events where appropriate e.g. Open Days, Mothers Day/Fathers Day activities, Community Connect events.
- I. Coordinate and direct promotional photo shoots with external providers to optimise the selection of quality, engaging photos for marketing purposes.

ACCOUNTABILITY

The MEM will be responsible to the Principal for the effective marketing of the School and its representation on all social media platforms. They will be accountable to the Head of Enterprise & Culture for the day to day work within the scope of the role. The MEM will conduct themselves in an exemplary manner consistent with the School's Christian ethos, Staff Code of Conduct and other relevant School policies.

ESSENTIAL CRITERIA

- Proven experience as a marketing professional
- Excellent interpersonal and customer service skills with a cheerful disposition
- A creative flare, with an eye for design and attention to detail
- Excellent verbal and written communication and organisational skills
- Can-do attitude
- Self-motivated, acting with considered initiative
- Ability to work well in a team, collaborates effectively.

PREFERRED SKILLS

- A degree in Public Relations, Marketing, Communications or similar.
- Experience in the education sector.
- Basic photography/videography skills.

OTHER

As some events and activities may be outside the usual hours of work, an ability to be flexible with time management will be required.