

Pymble Ladies' College

POSITION DESCRIPTION

Title: Marketing and Communications Advisor

Reports to: Communications and Engagement Manager

COLLEGE VALUES



Pymble Ladies' College has five core values which guide our behaviour and interactions with one another and affirm our commitment to the Christian heritage of Pymble Ladies' College and our identity as a school of the Uniting Church school in Australia. All roles, policies and procedures are underpinned by these values, and the expectation that students, staff, and the wider College community alike live our values every day.

CARE – I am kind to myself and others

COURAGE – I am open to new experiences to learn and grow

RESPONSIBILITY – I take ownership of my actions

RESPECT – I value diversity, my worth and the worth of others

INTEGRITY – I do the right thing, even when no one is watching

POSITION SUMMARY

The Marketing and Communications Advisor is a member of the Community Engagement team and reports to the Communications and Engagement Manager. The Marketing and Communications Advisor plays an important role in enhancing the profile, reputation and engagement of the College with students, parents/carers, staff and wider community through strategic communication and marketing initiatives. The role is also responsible for supporting the implementation of advertising campaigns, coordinating in internal and external communications, and managing the production of key publications and collateral. This is a full-time role and is located on the *Pymble* campus.

ROLE ACCOUNTABILITIES

1. Marketing & Advertising

- 1.1 Develop and maintain a 12-month calendar of marketing and advertising opportunities to support the proactive management and delivery of collateral.
- 1.2 Assist in the development and execution of marketing strategies, including the preparation and proofing of advertorial, advertising and marketing materials.
- 1.3 Act as a point of contact for external agencies, media partners and internal stakeholders to support the coordination of marketing activities.
- 1.4 Monitor and analyse the performance of marketing and advertising campaigns, providing meaningful data-driven insights and recommendations.
- 1.5 Monitor competitor marketing activities and share insights and observations with the Director of Community Engagement.

2. Internal and External Communications

- 2.1 Develop and maintain a 12-month calendar of College publications and communications to support the proactive and timely preparation and distribution of materials.
- 2.2 Draft, co-ordinate, edit and produce College communications, including the weekly College e-newsletter and *MyPymble* portal notices.
- 2.3 Assist with the communication planning for key events, campaigns and initiatives.
- 2.4 Support the Communications and Engagement Manager with the preparation of media releases, briefing documents and holding statements as required.
- 2.5 Ensure the College brand and tone of voice is applied consistently across internal and external communications.
- 2.6 Support the Communications and Engagement Manager to oversee the College parent portal, *MyPymble*, processes as they relate to communications.
- 2.7 Support with photography at College events and activities as required.
- 2.8 Monitor and analyse the performance and effectiveness of College publications and communications materials.
- 2.9 Monitor competitor communications activities and share insights and observations with the Director of Community Engagement.

3. Publications Project Management

- 3.1 Under the guidance of the Communications and Engagement Manager, lead the production of key College publications and communications materials.
- 3.2 Coordinate the timelines, contributors, copywriting, editing, proofing and liaison with the Creative Services team for key College publications and communications materials.
- 3.3 Lead the verification of key College publications and communications materials, ensuring facts and data are accurate and consistent.

4. Relationship Management

- 4.1 Develop positive, trusted and productive working relationships with key stakeholders, including staff and external suppliers.
- 4.2 Oversee the management of the Community Engagement email inbox and coordinate responses to enquiries received from members of the College community.
- 4.3 Ensure that planning processes facilitate the needs of the College in relation to marketing and communications.
- 4.4 Embrace the concept of team and demonstrate a respect for the value of professionals working towards the attainment of a shared vision.
- 4.5 Employ influencing and negotiation skills to deliver the optimal outcomes for stakeholders and resolve any challenges.

5. Communication

- 5.1 Conduct all communication with students, staff, parents/carers and members of the Pymble Ladies' College community and external entities in a professional and respectful manner.
- 5.2 Ensure all written and verbal communication is courteous, professional, accurate and reflective of the professional standards of the College.

6. Risk and Compliance

- 6.1 Report directly to the Principal on any matters relating to child protection.
- 6.2 Consistently adhere to College policies and procedures, importantly the Risk Management, WHS, Child Protection and our emergency response practices.

7. Professional Learning

- 7.1 In partnership with your Manager, continuously align your skills and professional development requirements to enhance innovation and ensure that you are meeting the obligations of your role.

8. Other duties may be required from time to time

Core skills, knowledge and experience

- Willingness to support the ethos and values of the College.
- Tertiary qualifications in Marketing, Communications or related field.
- Minimum of 3 years' experience in advertising, marketing, media or communications within a fast-paced, complex environment.
- Outstanding attention to detail and communication skills, including written and interpersonal skills.