



Courage in Wisdom | Hope in Love

Job Description

Title:	Director of Marketing and Promotions
Reports to:	Principal
EBA/Award:	Commercial Contract
FTE:	1.0 FTE
Employment Type:	Permanent – Full Time

Position Summary

The Director Marketing & Promotions is a College Leadership role under the direct line management of the Principal. The role manages the function of the Development Office and line manages the Development Office Team (Graphics, Events, Archives).

The role encompasses promoting and marketing the College; market research and strategies; implementing relevant policies and processes; facilitating and organising designated College events; managing and supporting corporate identity and branding; quality control of communication standards and processes; oversight of major communication media including the College website and the College social media platforms; publications; public relations and Alumni.

Key responsibilities

Duties

1. General leadership

- Enthusiastically promote the vision, aims and ethos of the College.
- Provide progressive, improvement-focussed leadership to the Development Office.
- Effectively manage and provide leadership through periods of change.
- Contribute to the leadership and management of the College through active participation in the Leadership Team, and various other committees.
- Offer professional leadership to facilitate and collaborate with staff, working collegially on College events.
- Demonstrate godly Christian leadership and discipleship.
- Build morale, collegiality and professionalism within the Development Office and provide the same support to the wider College team through team centred approaches to duties.
- Provide the College Principal with briefings relating to the duty statement.
- Provide leadership to committees and working parties as delegated by the Principal.
- Monitor, measure and report on Key Performance Indicators related to the duty statement.
- Develop, disseminate and implement policies and procedures relating to the duty statement.
- Oversee/Manage all College publications and photography
- Attend designated after-school-hours events, activities and functions of the College, with the team check that all staff and students have safely left the campus and assume joint responsibility with the leadership and Development Office for locking up and setting the alarm of the College at the conclusion of such functions.
- Undertake short, medium and long-term planning relating to duty statement.
- Assist the College Principal to prepare reports and submissions where relevant.



- Prepare budget, and manage cost centre associated with the duty statement.
- For the portfolio, set directions, provide leadership, make decisions, and assume accountability for daily operations and the overall effectiveness of the portfolio.
- Actively promote and attend or delegate attendance/visits to College events for promoting; Inter House and Inter School carnivals, Presentation and Graduation Ceremonies, Camps, Excursions and other events as delegated.
- Assist in maintaining a safe, positive, harmonious and disciplined school climate.
- Contribute to the Performance Appraisals of staff; conduct Performance Appraisals for designated staff.
- Other duties as delegated by the Principal.

2. Strategic planning and marketing

Reporting line – Principal

- Conduct market research and make recommendations to the Principal.
- Design and implement marketing strategies and activities.
- Review or initiate and prepare College marketing, enrolment, communication and promotional materials, displays, PowerPoints etc.
- Develop and implement strategies to build the College's profile in the community.
- Arrange positive public relations for the College, through the media, on a regular basis, using local papers in particular.
- Develop and implement effective public relations, publicity and promotional programs to improve the public image and public awareness of SCBC.
- Monitor and enhance the image and corporate identity of the College.
- Responsible for managing and monitoring College branding.

3. Events and functions

Reporting line – Principal

- Line manage the Events Coordinator.
- In conjunction with the Principal, establish the events to be managed by the Events Coordinator at the commencement of each year.
- Ensure that the Events Coordinator, in association with Secondary and Primary Leadership Teams, maintains an overview of events and functions for the Calendar year.
- Ensure that the Events Coordinator establishes the needs and requirements for functions within the Events portfolio, develops timelines, checklists, run sheets and programs.
- With the Events Coordinator, Graphics Designer and Archivist, assume responsibility for:
 - photo days
 - reunions
 - support enrolment information/tour events
 - official opening ceremonies and special events allocated by the Principal
 - other events
- Assist the Principal and Executive with aspects of:
 - Graduation Evening
 - Presentation Evenings
 - End of year events
- Responsible for delegated aspects of College events including:
 - Aesthetic aspects of venues
 - Plans, maps and signage related to events



- Attend and support major College events and special 'out-of-hours' events, as identified with the Principal, and provide a photography service, promotional advice, support and other assistance, as appropriate.
- Organise and conduct public relations functions to promote the College.

4. Publications and communications

Reporting line – Principal

- Ensure the College Calendar is updated regularly.
- Responsible for publishing the College Calendar of events each year.
- Responsible for facilitating published updates to the Term-by-Term College Calendar on the College website.
- Publish the next year's Term dates (authorized by the Principal) for parents and staff, published and distributed through the College website, Newsletters and portal.
- Develop corporate standards for all publications and documents and ensure continuity of branding and style in all College publications and documents.
- Maintain the College Style Guide and its distribution to staff. Audit College compliance and provide ongoing guidance to staff regarding application of the College Style Guide.
- Instigate, manage and monitor adherence to policies and procedures to ensure that all outgoing College documents, publications and communications, consent for photographs by parents are subject to an editing and quality assurance process, and conform to the highest formatting, grammatical, graphical design and style standards.
- Review, update, design of; logos, College banners, House banners, badges, award documents, name badges, uniform items, mascots, business cards, business and corporate stationery, signage and other College branding symbols and materials in collaboration with the Graphics Designer.
- Provide advice to staff in the production of crested/branded goods, branded PowerPoints, branded materials and documents and sign off on completion.
- Produce and edit the College Yearbook.
- Support the production and editing of College branded Department documents
- Responsible for coordinating editing and overseeing the production of the Term Newsletter.
- Produce and edit other publications as delegated by the Principal.
- Responsible for design and quality management together with the Graphics Designer of all College documents, including curriculum handbooks, prospectus material, parent handbooks, student report covers, certificates, student award documents etc.
- Effectively involve staff where appropriate in the participation and production of College publications.
- Promote, prepare communications and editorials of a public relations nature, for example upcoming events, achievements and other promotional items on social media; the College social platforms.
- Ensure photographic coverage of all aspects of College life and the management of photographs required for publications, templates for PowerPoint presentations and promotional material are maintained and accessible when required as appropriate.
- Maintain the College website, ensuring that it is kept relevant and up to date.
- Update and refresh the Employment Information section on the College website in conjunction with the HR Manager



- Monitor the standard of all College noticeboards and display cabinets, ensuring that they are regularly refreshed, kept at a high standard and promote the work of students and staff and the life of the College.
- Enhance and facilitate communication between the College, parents, students and the community.

5. Alumni

Reporting line – Principal

- Establish, promote and support an Alumni program together with the Archivist
- Organise reunion events for former students with the Archivist and Development Team.
- Develop and coordinate functions for past students, staff and parents of SCBC where appropriate.

6. Employee relations

Reporting line – Principal

- Assist with the development and maintenance of a positive staff culture, including communication and understanding of beliefs and values
- Oversight of social events and the end of year staff Christmas function ANZAC service and support Christian services held by the College
- Highlight some of the unique aspects of primary and secondary in collaboration with Heads of Schools
- Highlight special projects in collaboration with College Deans
- Promote the College and the Childcare in collaboration with the Executive Team, leadership and Departments
- Maintain at all times a collaborative interaction with College teams creating a positive, supportive culture within the Development Office team
- In association with the Principal, Principal's PA and HR Manager, support when required, staff events, retirement functions and farewells, and recognition of long service e.g. 10, 15 years' service.

7. General duties

Reporting line – Principal

- For the portfolio, sets directions, provide leadership, makes decisions, and assume accountability for daily operations and the overall effectiveness of the Development Office
- Line Manager for:
 - Events Coordinator
 - Graphics Designer
 - Archivist
 - Other staff allocated to the Department
- Support where appropriate, teaching and operational staff (in conjunction with other line managers of operational staff), to provide a welcoming, professional, client centred, service-oriented culture and approach.
- Manage the retention of memorabilia and other items for placement in the College historical archives and displays.
- Assist with the development of the branding design of College apparel, Year 12 Jackets, logos etc. for overseas trips, bands, choirs etc.



- Assist with the development of events links between the Rockingham Baptist Church and the College.
- Represent the College on designated committees and at events, as delegated by the Principal.
- Line manage other staff carrying out duties within this Duty Statement.
- Cost Centre management.
- Develop College memorabilia.

Selection Criteria

- Bachelor's degree in Marketing, Business, Communications, or related field (Master's preferred).
- Minimum of 5+ years' experience in similar role.
- Demonstrated ability to develop and execute long-term marketing strategies aligned with organisation goals.
- Experience leading integrated marketing campaigns (digital, offline, events and partnership).
- Experience managing promotional programs and brand campaigns.
- Strong understanding of digital channels: SEO, SEM, social media, email automation, analytics, and content marketing.
- Experience managing, motivating, and developing cross-functional teams.
- Excellent communication skills for collaborating and supporting Executive & Leadership Teams.

General Requirements

- To have a personal faith and commitment to the Lord Jesus Christ.
- To actively be a part of a Church or Christian community and exemplify Christian beliefs, behaviour, and practices.
- To accept the College's Statement of Faith.
- Build co-operative and supportive relationships with the Board, Principal, staff, students and parents.
- Work to ensure personal best practice.
- Ensure that decision making is based on fact and is impartial and fair.
- Model the use of appropriate and proper channels of communication.
- Always act in the best interest of the College and its ethos.
- Commitment to maintaining a child-safe environment in line with the College's values and policies.
- Working With Children Card.
- National Police Clearance.
- Contribute to a safe and healthy workplace by:
 - Following WH&S instructions and policies
 - Reporting accidents and hazards
 - Generally caring for own safety and that of others, including volunteers, students, and parents.
 - First Aid certificate.

Other Matters



**SOUTH COAST
BAPTIST COLLEGE**
Thy Kingdom Come

Note: This job description is comprehensive but not exhaustive, and duties may be varied at the discretion of the College in consultation with this role.

Position Held By:	
Signed:	
Date:	