



Position Title	Senior Marketing Officer	Career Group	Administration
Classification Level	Level 5	Reporting To	Director of Marketing
Sub-school	Support Services	Executive Leader	CEO

Tyndale Group of Christian Schools

The **Tyndale Group of Christian Schools (TGCS)** is a network of independent Christian schools located across South Australia. Our Central Office team provide strategic support and shared services to four unique campuses:

- **Tyndale Christian School – Salisbury East**
- **Tyndale Christian School – Murray Bridge**
- **Tyndale Christian School – Strathalbyn**
- **Harvest Christian College – Kadina**

Together, we are committed to delivering high-quality education in a caring and inclusive environment. The TGCS Central Office works across areas including marketing, finance, enrolments, people and culture, compliance, and facilities to enable each school to focus on its students and community.

Purpose of the Role

Reporting directly to the Director of Marketing, the **Senior Marketing Officer (SMO)** is a role that gets things done in line with the strategic goals of the marketing team and TGCS. The SMO is responsible for leading the creation and delivery of strategic content that elevates the TGCS brand, drives community engagement, and supports enrolment growth across all campuses. This includes planning and producing marketing content, managing digital campaigns, analysing performance, and contributing to the broader goals of the TGCS Marketing team. The role also provides opportunities to lead projects and project teams.

Key Responsibilities

1. Content Strategy & Brand Management

- Implement and monitor the TGCS content and graphics strategy.



- Develop and deliver engaging content across websites, social media, EDMs, blogs, eNews, and video platforms.
- Ensure content is aligned with brand messaging, tone, and visual identity.
- Identify and share authentic stories that reflect school culture and student achievement.
- Draft and distribute media releases and support public relations activities.

2. Digital Engagement & Campaigns

- Manage and execute content calendars and automated communication workflows.
- Develop inbound marketing strategies that position TGCS as a school of choice.
- Create and manage digital advertising campaigns (Google Ads, Meta), including targeting, creative development, optimisation and reporting.
- Maintain and improve online content for accuracy, relevance, and search engine visibility.

3. Visual Content & Design

- Create digital assets and campaign materials consistent with the TGCS Corporate Style Guide.
- Capture and produce visual content (photos, video) for use across various platforms.
- Deliver graphic design support and manage internal design requests.
- Contribute creatively to brand storytelling and visual marketing strategies.

4. Analytics & Insights

- Monitor digital performance using tools such as:
 - **Google Analytics**
 - **Meta Business Suite (Facebook/Instagram)**
 - **YouTube Analytics**
 - **Social Media Insights**
- Report on campaign effectiveness, user engagement, and digital ROI.
- Evaluate and improve SEO, ad performance, and audience reach using data-driven insights.



- Conduct regular digital audits and make proactive recommendations.

5. Enrolment Pipeline & Community Engagement

- Support the delivery of content and campaigns that enhance enrolment interest and visibility.
- Work closely with enrolment teams to manage lead nurturing via **Digistorm Funnel**.
- Develop content that supports prospective families through the enrolment journey.
- Promote and capture content from school events that align with strategic marketing goals.

6. Leadership & Collaboration

- Provide operational leadership to the marketing team when required.
- Support and mentor marketing team members in their growth and development.
- Collaborate with staff across all campuses to source content and promote key initiatives.
- Contribute to a positive, solution-focused team culture that supports the TGCS mission and values.

Key Selection Criteria

Qualifications & Experience

- Tertiary qualifications (or working towards) in marketing, communications, media, or a related field.
- Demonstrated experience in content marketing, digital campaigns, and social media management.
- Proficiency in graphic design tools (Adobe Creative Suite), video production, and copywriting.
- Familiarity with content management systems, email marketing platforms, and scheduling tools.
- Strong understanding of Google Analytics, Meta Business Suite, and SEO/SEM strategies.
- Experience with digital ad creation, management, and reporting.



Skills & Attributes

- Creative thinker with strong storytelling and communication skills.
- Excellent time management and ability to manage multiple projects concurrently.
- Detail-oriented with strong editing and proofreading capabilities.
- A team player with well-developed interpersonal and collaboration skills.
- Confident using CRMs such as **Digistorm Funnel** to support lead generation and nurturing.
- Commitment to working in a values-based environment aligned with the School's ethos.

Desirable Experience

- Experience working in education, not-for-profit, or community sectors.
- Membership with professional bodies such as Educate Plus, AMI, PRIA.
- Familiarity with Synergetic or similar student management systems.

Workplace Culture & Contribution

Staff at TGCS are part of a supportive, purpose-driven workplace culture that values integrity, excellence, and genuine care for students and their families. Employees are encouraged to bring initiative and creativity to their roles while working collaboratively across teams to achieve shared goals. All staff are expected to act respectfully and professionally in line with the values and expectations of the TGCS community.

Christian Ethos and Community Contribution

As a staff member of Tyndale, you are expected to reflect and model Christian values in all aspects of your work, demonstrating servant leadership, humility, and grace. Your conduct should build community and encourage others in their personal and spiritual growth.

Other Requirements

- Attend training and professional development opportunities as required.
- Support school-wide events and initiatives as appropriate to the role.



- Comply with WHS policies and contribute to a safe and respectful workplace.

Agreement

The requirements of this job description are intended to describe the general nature and responsibility of work in this job. These statements are not to be construed as an exhaustive list of all duties, tasks and skills required of the job. This job description should be read in conjunction with the employee's current Employment Agreement and the Enterprise Agreement. Employees will also be required to follow any other job-related instructions and school policies, and to perform other job-related duties requested by their Immediate Responsible Officer and their Executive Leader to support the School's compliance with its legislative obligations.

The Immediate Responsible Officer may, through consultation with the employee, vary the responsibilities of the position temporarily as required, but within the skills and responsibility levels appropriate to the position. By signing this job description, I agree that it accurately reflects my role.

EMPLOYEE:		<i>Date</i>
NAME:		
IMMEDIATE RESPONSIBLE OFFICER:		<i>Date</i>
NAME:		