

# JOB DESCRIPTION

Title	Marketing Officer	Career Group	Administration
Classification Level	4.1 (15 – 17)	Immediate Responsible Officers	Director of Marketing
Sub-school	Support Services	Executive Leader	CEO

## PURPOSE OF THE POSITION

The Marketing Officer is accountable to the Director of Marketing for the provision of high-quality service to aid the marketing, communication and community engagement initiatives within the Tyndale Group of Christian Schools (TGCS).

This position will work across the TGCS and is based between the Strathalbyn and Murray Bridge Schools.

## ADDITIONAL REPORTING RELATIONSHIPS

The Marketing Officer reports to the Senior Marketing Officer in the absence of the Director of Marketing

## A CHRISTIAN EXAMPLE

Each employee is required, in connection with their work, to behave in a manner consistent with the principles and beliefs and in accordance with the Christian ethos of the School, as contained and interpreted in the Vision, Mission, Core Purpose, Statement of Faith and Core Values. They provide a specifically Christian role model and example:

- to all students and families associated with the School, as well as others outside the School community;
- of a faith-filled and Christ-centered life;
- performing their role diligently and with a servant heart; and
- showing that the body of Christ has many parts, and each part has a role to play that other parts are dependent upon, just as each employee is dependent upon others.

In their interactions with students, parents, other staff, contractors and visitors, employees will be sensitive to the needs and circumstances of others, showing grace and forgiveness, and always being prepared to speak or act as an example of a follower of Christ.

## SUMMARY OF WORK REQUIREMENTS

The key focus areas that the Marketing Officer is required to outwork and be appraised against on an annual basis are:

### 1. Strategy and Brand

- a. Demonstrate a strong commitment to the School's vision and mission that are foundational within the brand;
- b. Support the brand strategy to ensure the protection and promotion of the School's brand within our internal and external community;
- c. Administer the maintenance and communication of the Corporate Style Guide and corresponding templates to ensure the integrity of the brand is upheld;
- d. Assist with the preparation of presentation documents and marketing collateral, which may include, and not, limited to the sourcing and purchasing of materials;
- e. Develop and maintain a content bank for stories for publication, forward and re-posting;
- f. Research topics, contacts and interview sources for relevant content publication; and

- g. Create content for new media platforms and communication tools that demonstrates a strong commitment to the School's vision and mission that are foundational to the brand and stakeholders.
2. Infrastructure
  - a. Support and provide assistance with the Marketing and Community Relations Plan;
  - b. Provide administrative support in the form of word process, database/record management and filing;
  - c. Coordinate operational and administrative functions to ensure specific projects are delivered efficiently and effectively; and
  - d. Provide assistance with the preparatory tasks associated with the analysis of data, for further review and consideration.
3. Creative
  - a. Sourcing, styling and production of video, images and recordings including post production processing to support new media platforms and communication tools;
  - b. Design and produce marketing collateral in line with the style guide for internal and external communication and promotion.
  - c. Oversee and manage social media platforms and TGCS websites including sourcing relevant and engaging content.
  - d. Assist with photography for internal and external activities and events.
  - e. Write copy for publications, advertising, marketing collateral and digital platforms as required.
4. Communication and Events
  - a. Coordinate and implement the community events as outlined in the Marketing and Community Relations Plan;
  - b. Outwork communications and promotions within the School community and wider geographic/extended community in relation to the School's activities and initiatives;
  - c. Administer the Event Booking platform within the School community in relation to the Schools activities and initiatives;
  - d. Outwork various communication/promotion techniques for marketing the brand to build awareness and engagement;
  - e. Administer the production of regular communications for internal and external community; and
  - f. Under the direction and consultation, liaise with media advertising providers to outwork the School's advertising/media bookings.
  - g. Assist with obtaining the content for the TGCS calendar, including understanding the relationship between content and event awareness;
  - h. Produce, develop and maintain the TGCS eNews, including understanding the relationship between content and community engagement;
  - i. Assist with obtaining the content for the Murray Bridge, Strathalbyn and Salisbury East websites, including understanding the relationship between content and search engine optimisation;
  - j. Assist with obtaining the content for the Murray Bridge and Strathalbyn social media platforms, including understanding the relationship between content and analytic metrics;
  - k. Coverage of school wide events with consideration of content planning and production gathering processes; and
  - l. Assist with reviewing and ensure referring sites and online directory listings are up to date and accurate.
5. Contribute to and promote a safe and healthy workplace by:

- a. Following WHS instructions and policies;
  - b. Reporting accidents and hazards and taking measures to address or escalate risks;
  - c. Generally, care for the safety and others, including volunteers, students and suppliers, that may possibly be affected by actions or inaction; and
  - d. Actively participating in rehabilitation and return-to-work programmes.
6. Attend professional development and training required by the School, and actively seek opportunities to increase knowledge, experience and skills held.
7. Attend staff meetings, and where appropriate opportunities present, become involved in the life of the School, including involvement in School events.

## ESSENTIAL CRITERIA

Attributes that must be held in order to perform the job to a satisfactory standard.

### Qualifications, education and professional memberships

1. Relevant tertiary qualifications (or studying towards) in marketing, graphic design, communications, digital marketing, event management, public relations, journalism, digital technology or another relevant field.

### Abilities, aptitudes and skills

1. Good understanding of, and commitment to the mission and philosophy of the School;
2. The ability to work within the School's policies, procedures and expectations;
3. Outstanding copy writing skills including strong grammar and spelling with excellent attention to detail (especially in the area of proofreading) in a systematic approach;
4. Strong organisation, time and project management skills including ability to develop timelines;
5. Good people skills, including the ability to interact with various people within the organisation and external stakeholders;
6. Demonstrated organisational and administrative skills with the ability to plan, coordinate and execute tasks through to completion whilst meeting deadlines and balancing competing demands;
7. Exceptional communication (written and verbal) and interpersonal skills;
8. Proficient copy writing skills and experience using different 'tones and voices';
9. Video production and editing skills;
10. A high level of computer literacy and proficiency with knowledge and experience of the Microsoft Office Suite, Adobe Master Design Suite, Microsoft Office Suite, Synergetic Database and email applications;
11. Ability to work both autonomously and as part of a team;
12. A high standard of personal presentation and integrity;
13. Ability to possess critical thinking and creative idea generation;
14. Displays initiative, common sense and the ability to problem solve;
15. Resilience and the ability to adapt to change; and
16. A continuous improvement mindset.

### Experience

1. Experience in marketing for the not-for-profit or education sector;
2. Experience of copy writing, compiling and producing publications and marketing collateral; and
3. Experience with administratively supporting a Senior Leader.

### Knowledge

1. Knowledge of marketing/advertising campaigns, projects or initiatives.

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## DESIRABLE CRITERIA

Attributes which are not essential to job performance, but which enhance or extend performance.

### Qualifications, education and professional memberships

1. Relevant tertiary qualifications (or studying towards);
2. A member of a professional industry body such as Educate Plus, Australian Marketing Institute, Australian Interactive Media Industry Association, Public Relations Institute of Australia, or Australian Graphic Design Association.

### Abilities, aptitudes and skills

1. Skills in graphic design within a set of branding guidelines whilst demonstrating creativity; and
2. Ability to use design software such as Adobe InDesign and Photoshop.

### Experience

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### Knowledge

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## 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:	
EXECUTIVE LEADER:	<i>Date</i>
NAME:	