



# Marketing, Events & Communications Officer Role Description

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**Reports to:** HR/Office Manager

**Classification:** Education Support Officer Category C, Level 3 (*Catholic Education Multi-Enterprise Agreement 2022*)

**Job Type:** Maternity Leave Cover

**Employment Status:** Full-time Fixed-Term Contract (12 Months)

## Position Description

The Marketing, Events & Communications Officer plays a vital role in promoting the College's Catholic values and fostering a strong connection between the College and its wider community. This position is responsible for developing and executing marketing strategies, coordinating events, and managing communications to enhance the College's brand presence and engagement with key stakeholders, including prospective families, students, staff, alumnae, parish groups, and the broader Catholic and local community.

## Prerequisites

### Commitment to Child Safety

- A demonstrated understanding of child safety
- A demonstrated understanding of appropriate behaviours when engaging with children
- Familiarity with legal obligations relating to child safety (e.g. Mandatory reporting)
- Be a suitable person to engage in child-connected work
- Must hold or be willing to acquire a Working with Children Check card and must be willing to undergo a National Police Record Check

### Skills and Qualifications

- Support of the vision and mission statements of our learning and faith community at Mount St. Joseph Girls' College
- A commitment to the Catholic ethos of the College
- Qualifications in marketing and communications, with experience in an educational or faith-based setting advantageous
- Strong proficiency in digital marketing and social media management with a community-focused approach
- Proficiency in Adobe Suite, Canva, Microsoft Office, Google Suite, online ticketing platforms, and CRM systems (Synergetic & Funnel)
- Experience managing websites (Craft CMS) or similar and SEO strategies
- Well-developed interpersonal and verbal communication skills
- Flexibility, initiative and willingness to work as part of a team
- Excellent organisational skills with an ability to prioritise and prepare timely and accurate output
- An ability to communicate effectively with staff, parents, visitors, suppliers, and members of the wider community

## Key Responsibilities

### Marketing

- Develop and implement marketing strategies to engage primary schools, local parishes, and community groups, strengthening ties within the Catholic and local communities
- Execute paid digital marketing campaigns, including geofencing, Google AdWords, retargeting, display ads, and social media (Meta, LinkedIn, etc.), ensuring alignment with the College's mission and Catholic identity
- Manage organic social media content with daily updates that reflect the College's values, community engagement, and student achievements
- Promote the College through relevant Catholic education networks (Victorian Catholic Education Authority (VCEA), Melbourne Archdiocese Catholic Schools (MACS), Sisters of Saint Joseph (SOSJ)), ensuring a consistent message of faith and educational excellence
- Maintain and utilise CRM systems such as Funnel and Synergetic for relationship-building with families, alumni, and key community stakeholders
- Coordinate community advertising on billboards for key College events (Open events, College Musical, VCE results) by liaising with primary schools, local businesses, real estate agents, and the local council
- Organise and oversee photoshoots and video production that highlight the College's Catholic ethos, student successes, and community outreach initiatives
- Coordinate the production of merchandising and promotional materials to reinforce the College's identity and community engagement efforts
- Liaise with local media outlets to share the College's commitment to faith-based education and community service
- Manage the planning, coordination, content collection, production and publication of the College Yearbook, ensuring timelines are met and the final publication accurately reflects and celebrates the life and achievements of the College community

### Events Management

- Plan and execute major community events, including International Women's Day Breakfast, Grandfriends Afternoon Tea, Male Mentors Breakfast, Graduation, and Valedictory Dinner, celebrating faith, leadership, and service
- Organise Open events (Open Morning, Open Day) in collaboration with the Registrar, ensuring an inviting and faith-centred experience for prospective families
- Support College events such as staff catering, Christmas parties, and student celebrations that foster a sense of belonging and faith-filled community
- Provide logistical support for parent evenings, including RSVP management, catering, and promotional materials, ensuring a welcoming and faith-driven experience
- Assist with major College student events including overseeing ticketing, invitations, promotions, catering, and logistics for these events
- Assist with marketing for the Seirei Japanese Sister School visit, reinforcing global and cultural connections through faith-based hospitality
- Assist community groups with fundraising events such as the Mary MacKillop Today Fundraising Lunch and Joseph's Corner High Tea, reinforcing the College's commitment to social justice

### Communications & Publications

- Maintain and uphold the College's Style Guide to ensure a consistent and professional representation of the College's Catholic identity
- Standardise College branding across email signatures and official communications
- Maintain and update key College handbooks/communication, the College Prospectus, and signage, ensuring alignment with Catholic teachings and values
- Ensure consistency in communication through SIMON (School Links & Knowledge Bank)
- Design and distribute College certificates that celebrate student achievements within a Catholic framework

- Produce the Monthly College Newsletter and the quarterly Year 7 Marketing Newsletter, emphasising faith, academic excellence, and community engagement
- Manage website updates, SEO, and content through Craft CMS Pro, ensuring alignment with the College's Catholic identity and mission
- Develop posters for school activities and clubs that reflect Catholic values and encourage student participation
- Utilise Adobe Suite, Canva, Microsoft Office, and Google Suite for marketing materials that align with the College's values and strategic goals

### **Alumnae Engagement**

- Manage the Alumnae database and physical archives to preserve the history and legacy of past students
- Plan and execute alumnae events, including reunions, guest speaker engagements, and career days, reinforcing lifelong connections with the College and its values

### **Community Engagement**

- Strengthen relationships with local businesses, parishes, charities, and alumni to create mutually beneficial partnerships
- Coordinate community service initiatives that support the College's mission of faith in action
- Work closely with local Catholic primary schools and parish groups to create engagement opportunities and transition pathways

### **Administrative & Miscellaneous Duties**

- Coordinate staff celebrations, including milestone birthdays and special occasions, fostering a sense of belonging within the College community
- Provide reception and first aid coverage as needed, ensuring a welcoming presence for visitors
- Conduct College tours when the Registrar is unavailable, highlighting the College's Catholic ethos and community connections
- Organise guest speaker gifts and welcome packs for new staff
- Provide administration support when required
- Take minutes for staff briefings and distribute accordingly
- Ensure the Marketing Room is maintained in a clean, organised, and orderly manner at all times
- Coordinate and organise dry cleaning requirements following College events and functions
- Conduct regular stocktakes and monitor inventory levels for event and hospitality supplies
- Order and maintain adequate supplies of tea, coffee, milk, napkins, cups, and related catering items for major College events and ad hoc functions
- Maintain and manage the College filing management system within Google Drive, ensuring documents are accurately stored, organised, and easily accessible

Undertake related duties as requested by the Principal who may vary the above duties.