

## **Position Description**

### **PROMOTION AND PUBLICATIONS OFFICER**

**12.11.2012**

#### **RATIONALE**

This position is vital to Christian College in that it involves a significant role in the marketing for future enrolments as well as ensuring that parents and the wider community are kept accurately informed and supportive of the College programs and ethos.

#### **MAJOR SKILLS AND COMPETENCIES**

- An ability to understand the Christian College ethos and culture and then to effectively communicate this in publications and promotional material
- Experience in formulating marketing, PR and social media strategies
- Exemplary writing, composition, editing and research skills with a strong attention to detail
- Flexibility to attend and write reports on College functions as and when necessary to promote the College programs and to inform College families
- A proven ability to prioritise content for effective, timely communication and promotion
- Ability to work on a number of projects at the same time
- Ability to interview and then write interesting feature articles
- Experience in web design and development software, digital photography (Photoshop) and Microsoft Office applications
- Graphic design expertise and experience
- Outstanding time management skills as well as being energetic and able to use own initiative
- Highly organised as well as being creative
- Experience in content management an advantage
- Ability to shoot still photography and/or video an advantage
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#### **INTERPERSONAL SKILLS**

- Proven ability to work effectively with all age groups
- A team player who can co-opt assistance when necessary to achieve best results
- Ability to also work with initiative, independently and under pressure to meet set deadlines
- Available to College leadership and Directors to give advice and oversee quality of display signage, etc.
- A proven ability to collaborate with external marketing and editorial management to ensure best marketing and production outcomes

## KEY RESPONSIBILITIES

### 1 PROMOTION

- a) Organise photos choice, graphic design, copy and publication of Advertising Campaigns as follows:
- |             |              |                                                                                                                      |
|-------------|--------------|----------------------------------------------------------------------------------------------------------------------|
| January     | Scholarships |                                                                                                                      |
| March/April | Enrolments   | Advertiser,<br>News, Echo,<br>Surf Coast Times,<br>Geelong Business News<br>Local Radio<br>Online Geelong Advertiser |
| May/June    | Enrolments   | Prep +<br>Independent Schools Guide plus On line<br>Geelong Schools Magazines<br>Good Schools Guide plus On line     |
| July/August | Enrolments – | Specific Year Levels Campaign<br>Local Press<br>Promotional DVD                                                      |
| October     | Enrolments - | Specific (as required)<br>Scholarships 2015                                                                          |
- b) Press Release copy and photos for local and metropolitan press release to recognise student achievement, new initiatives or facilities
- c) Contribute to discussion and collaborate with College leadership and staff regarding the most effective ways of promoting the quality education offered at Christian College.

### 2 PUBLICATIONS

Collect photos and/or write copy, edit, proof, format and organise production and distribution of following College publications:

- Annual Report – Term 1
- In Focus Magazine – one each term
- Motivator Yearbook – throughout year but focussed Terms 3/4
- Employment Advertisements
- Course Booklet Revision
- Specific Programs and Pamphlets as required
- Revision of Prospectus

### 3 COMMUNICATIONS

Keep College website, iphone app and Facebook up to date with weekly additions to News, Coming Events, Employment, additional pages as necessary, Word of Mouth.

Check and proof College Calendar at end of each Term- email to families and Alumni, new families and update to College website

Liaise with staff, Heads of Campus and College Executive as appropriate to ensure continuance and promotion of College ethos and culture of excellence

Annual updates to Campus information, banner photos, contacts, etc. online

Check and proof additional information for Portal, policies, letters, course handbooks, brochures, signage etc.

## **Selection Criteria**

An understanding of and commitment to the objectives and Christian ethos of Christian College.

Extensive promotions management experience within a similar environment including demonstrated ability to develop and manage implementation of successful promotional campaigns, applying knowledge of the latest developments.

High level of written and verbal communication skills, particularly promotional and report writing skills coupled with ability to prepare value added proposals.

Demonstrated competency in publications management from planning to production

Excellent organisational skills coupled with ability to work effectively under pressure to achieve agreed outcomes in the specified timelines.

Ability to create and manage design and layout advertising and publicity material, thorough knowledge of design, printing and production process.

Ability to build and maintain strong working relationships at various levels of the College as well as external professional networks that are recognised as mutually beneficial.

Highly developed ability to use a range of MS Office, web design and development IT applications.

Ability to prepare detailed marketing budgets, to monitor expenditure to budget and to report on budgets.

Ability to maximise opportunities in negotiations to persuade and gain maximum value.

**POSITION STATUS**

Full-time with 3 months probationary period. Reviewed annually

Accountable to College Principal and/or CEO of Christian College depending on task required

Salary Negotiable depending on qualifications and experience

Commencement Date Tuesday 22 January 2013