St Edmund's College Canberra is a Catholic school in the Edmund Rice tradition, educating boys from Years 4 – 12. It is an inclusive educational community, with a broad offering across academic and co-curricular areas.

Applications are sought from suitably qualified and experienced candidates for the position of:

Community Development and Marketing Manager

Commencing 5 February 2018 or by negotiation. Please see the Role Statement below for information regarding this role.

To be appointed to this position, the applicant with need a current Working with Vulnerable People (WwVP) card.

All staff at St Edmund's College Canberra support and work to advance the Values, Vision and Mission of the College as a Catholic school in the Edmund Rice tradition.

Visit the College website for Application Requirements. Contact Mrs Pauline Mills at employment@stedmunds.act.edu.au or 62390621 if you have further questions. Please note the College is closed 22 December 2017 until 8 January 2018 during which time HR staff will be on leave.

Applications close: Monday 15 January 2018, addressed to:

The Principal
St Edmund's College Canberra
110 Canberra Avenue GRIFFITH ACT 2603
Or email to employment@stedmunds.act.edu.au

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Role Description: Community Development and Marketing Manager

1. ROLE

1.1. The Community Development and Marketing Manager (CDMM) is responsible for the presentation and promotion of the College to the wider community through promotions of the College calendar of events and by building and supporting alumni relations.

1.2. The CDMM is also responsible for working with the Enrolment Officer and the College Leadership Team to obtain appropriate enrolments for the College.

1.3. The CDMM reports directly to the Principal and works at the Principal's direction.

2. RELATIONSHIPS

2.1. Principal
2.2. College Leadership Team
2.3. Enrolment Officer
2.4. Coordinators
2.5. Administration Manager and College Archivist
2.6. College groups (Old Boys & Friends, Parents' Forum, Foundation)
2.7. External organisations, businesses, schools, and community groups

3. DUTIES

3.1. Enrolments

3.1.1.1. Manage the promotion of enrolment at the College with the support of the Enrolment Officer.

3.1.1.2. Organise and manage school tours for prospective families, Open Day/Evening and other events in which the College is open to prospective families and visitors.

3.1.1.3. Develop promotional and enrolment material for the College website, social media, print, advertisements and other relevant media.

3.1.1.4. Oversee and support the work of the Enrolment Officer in their duties, including to ensure effective and efficient enrolment materials and processes, positive and responsive customer service and the development of positive relationships with enrolling parents and boys.

3.1.1.5. In collaboration with the Enrolment Officer and Administration Manager collect, analyse, maintain and report on data relevant for monitoring enrolment patterns, trends and strategic opportunities.

3.2. Publications and Branding
3.2.1. Support and develop the consistent corporate image of the College including branding of appropriate external and internal publications and promotional material.
3.2.2. Oversee the production of community publications including: Vortex (Newsletter), Pelican, Parent Calendar and the College Yearbook with the support of other staff.
3.2.3. Develop and oversee the St Edmund's College website; social media profile including Facebook and manage the content of these with appropriate staff members.
3.2.4. Other material as specified by the Principal.

3.3. Support Groups
3.3.1. Liaise with and help facilitate initiatives of College support groups.
3.3.2. Attend meetings of the Parents' Forum, St Edmund's College Canberra Foundation and any Captial Fund raising meetings as directed by the Principal.
3.3.3. Work with committee members.
3.3.4. Ensure the records of decisions and actions are tracked for the above groups.

3.4. Alumni
3.4.1. Develop and support the relationship of the Alumni with the College, and liaise with the Old Boys and Friends Association on behalf of the College.
3.4.2. Oversee the work of appropriate staff in regard to the development and maintenance of the Alumni database.
3.4.3. Liaise with relevant Alumni leaders and support periodic functions.
3.4.4. Enable appropriate access to archival material via the College Archivist.

3.5. Promotion of College life
3.5.1. Identify key advertising and promotional opportunities in local media
3.5.2. Inform staff as to how best to promote the College.
3.5.3. Ensure suitable photos of College life are taken, in collaboration with relevant staff.
3.5.4. Support staff in promoting College life/events e.g. in Creative & Performing Arts, Youth Ministry, Studies, Pastoral Care, Co curricular and Junior School.
3.5.5. Promote College life and events to Alumni, current and prospective families and those with an enduring relationship to SEC such as EdMums.

3.6. Community involvement
3.6.1. Project College activities and achievements through social media, the College web site and the broader media.
3.6.2. Foster relationships with selected institutions (including local schools) and organisations in consultation with the Principal.

3.7. Events and Fundraising
3.7.1. Host various events, including Welcome Functions; Father-Son breakfasts; Focus group meetings; EdMums gatherings; and other significant events.
3.7.2. Design data collection and analysis to support marketing
3.7.3. Introduce and manage a program of annual giving
3.7.4. Establish and manage a bequests programs

3.8. Other

    3.8.1.Duties as required by the Principal.

4. CONDITIONS OF EMPLOYMENT

The conditions of employment will be those of the St Edmund's College Support Staff Enterprise Agreement 2015-2019 and subsequent Agreements. There is a three month probationary period.
The appointment is made by the Principal

5. APPLICATION
5.1. A Letter of Application of no more than two pages addressing 'Personal Attributes'.
5.2. Brief statements addressing the 'Selection Criteria'.
5.3. A complete Curriculum Vitae listing three referees, including your current or most recent employer.
5.4. A completed Application for Employment Form (or as appended with your CV)
5.5. A completed Application Declaration Form.

6. SELECTION CRITERIA
6.1. Appropriate tertiary qualifications, or equivalent track record of high performance, in the marketing and/or communications sector.
6.2. Demonstrated extensive knowledge of WordPress with proficiency in InDesign, PhotoShop and Illustrator.
6.3. Outstanding verbal, written and interpersonal skills.
6.4. Demonstrated track record in strategic planning and managing successful marketing campaigns.
6.5. Organisational and project management skills.
6.6. Experience in, or sound knowledge of, direct marketing or fundraising and the ability to segment and target markets.
6.7. Strong liaison capability and experience in working with external agencies.
6.8. High level ability to utilise relevant information technology, social media and experience in the design of promotional matieral, including experience with 'In Design' or other graphic design/publishing programs.
6.9. Analytical skills and the proven ability to think creatively, to engage and market effectively.
6.10 Capacity and willingness to support the Catholic ethos and values of the College.

7. PERSONAL ATTRIBUTES
7.1. Demonstrated experience in working in Communications and Marketing/Events and or with aluimni or member related programs.
7.2. Demonstrated management skills in working with staff, parents and students.
7.3. Demonstrated customer service and interpersonal skills.
7.4. Highly organised and proven ability to manage multiple priorities.
7.5. High level of ICT skills including web site management, social media usage for promotion and engagement and database knowledge.
7.6. Project management experience and ability to meet deadlines.
7.7. Understanding of the education, not-for-profit or community sectors.