

MARKETING AND PUBLICATIONS CO-ORDINATOR

Part-time (0.8 fte)

Northholm Grammar School is a co-educational day school in the Anglican tradition catering for students from Year 3 to Year 12. We are seeking a part-time Marketing and Publications Co-ordinator to be responsible for raising the school profile, improving communication practices and strengthening the School's relationship with the wider community. The Marketing and Publications Co-ordinator will work closely with the Registrar and report directly to the Principal.

The successful candidate must be a highly motivated, creative, and flexible individual with outstanding inter-personal and communication skills. Qualifications in marketing and /or communications are essential. Previous experience in the independent education sector or similar work environment is desirable.

All members of the School's staff are required to support the Christian ethos of the School.

Applications should include a curriculum vitae and the names and contact details of two confidential referees. Applications should be sent to:

The Principal Northholm Grammar School

Locked Bag 505 Galston NSW 2159

Fax: 9656 1512 Phone: 9656 2000

Email: jobapplications@northholm.nsw.edu.au

Applications close on Monday 16th November 2009

Applicants must satisfy Child Protection Legislation and will be subject to employment screening.



MARKETING AND PUBLICATIONS CO-ORDINATOR

DUTY STATEMENT

The Marketing and Publications Co-ordinator is responsible to the Principal for the development and implementation of marketing strategies, the production of high quality publications and publicity material and the management of school functions and events.

The primary responsibility of this position is to raise the School profile, facilitate communication and strengthen relationships within the School and with the wider community.

Specific responsibilities include:

1. MARKETING

- Assisting with the development of the School's marketing plan
- Co-ordinating the implementation of the School's marketing plan

2. COMMUNICATIONS AND PUBLICATIONS

- Managing the publishing and printing of all School publications including: Ilex, the Arcadian, the School Prospectus and the School Calendar including:
 - Liaising with the editors, contributors and printers for all School publications to ensure deadlines are met and quality is maintained
 - Managing design and editorial activities for all School publications and promotional materials
 - Researching and writing articles as required
- Co-ordinate and maintain photographic library for marketing and publications
- Preparing or sourcing promotional material, including regular and special events in consultation with School staff
- Maintaining media contacts and preparing media releases as required
- Establishing and maintaining displays
- Updating and maintaining media clipping files
- Maintaining the School website
- Ensuring correct use of the School's corporate image

3. EVENT MANAGEMENT

- Planning, co-ordinating and managing School events including regular and special events in consultation with School staff and community members (eg Orientation Day, Presentation Ball, Formals, Speech Night, Foundation Day, Foundation Dinner, Valedictory Service, Commissioning of Prefects etc.)
- Liaising with venues and event suppliers as needed
- Preparing promotional materials as needed

4. COMMUNITY RELATIONS

- Building and maintaining relationships between groups within the School
- Liaising with groups within the School community and where appropriate providing or arranging support for their activities

5. OTHER

- Managing the Marketing, Branding and Advertising budgets
- Liaising with reception for School Events catering requirements
- Membership of the School Marketing Committee
- Undertaking other duties as required by the Principal
- Attending weekly staff meetings and weekly planning meetings

SELECTION CRITERIA

Essential

- Relevant marketing or communication qualifications
- A proven track record in marketing and communications with an emphasis on creative approaches
- High level communication skills with a strong capacity to network and build relationships
- Outstanding written and communication skills
- An ability to work under pressure and to manage complex tasks with a high degree of organisation and cooperation

Desirable

- Previous experience in the independent education sector or similar work environment