

Position Description

We are faith filled heart people, who value relationships, pursue excellence in learning and living the Gospel message of love.



Title of Position:	Marketing and Community Engagement Coordinator
Reports to:	School Principal
Classification:	Grade 5
Employment Type:	Permanent Part-time 15 hours per week (41 weeks)
Number of Direct Reports:	Nil

ST GABRIEL'S SCHOOL

St Gabriel's School is a co-educational Catholic Primary school for students from reception to year 6 in the inner north of Adelaide. A Catholic School in the Daughters of Our Lady of the Sacred Heart Tradition, we teach the universal values of respect, dignity, equality, compassion, truth, love and mercy.

We respect all cultures and faith traditions by providing high-quality education that is both inclusive and affordable. We welcome all students and encourage them to be their best through our values of Faith, Relationships, Excellence and Diversity.

CATHOLIC EDUCATION SOUTH AUSTRALIA

Catholic Education South Australia (CESA) comprises over 100 schools, approximately 9,000 staff and more than 50,000 students across the Archdiocese of Adelaide and the Diocese of Port Pirie. Catholic schools and the Catholic Education Office (CEO) work in partnership with families, children, and young people to give life to the Living, Learning, Leading Framework and to successfully position CESA as the leading education system and an employer of choice.

Catholic Education South Australia is committed to ensuring the safety, wellbeing and dignity of all children and young people. All CESA staff undergo screening to ensure they are fit to work with and protect children and young people. We uphold safeguarding values through thorough recruitment processes, ongoing training, support and supervision, and ensuring all staff are aware of safeguarding policies and procedures.

POSITION OVERVIEW

The Marketing (and Community Engagement) Coordinator assists in developing and overseeing the school's various communication and community relations functions. This role works collaboratively, and in consultation, with leadership and others to assist in the establishment and implementation of a marketing and communication strategy for the school.

The responsibilities of the role cover strategic and operational areas and involves administrative duties and specialist practical application and activities to achieve required outcomes within identified timelines.

SIGNIFICANT WORKING RELATIONSHIPS

- Principal / Assistant Principal
- Teaching and non-teaching staff
- Parents / caregivers and external stakeholders
- CEO Marketing and Communications Team

KEY RESPONSIBILITIES

- Assist leadership to develop and implement marketing activities, including public relations, print, online and other advertising forums to promote the school profile, facilities and achieves with the aim of attracting and retaining student enrolments.
- Coordinate the school's social media and online community engagement activities to achieve regular and positive connection and interaction within the school community and more broadly.
- With direction from the Principal review, update, and coordinate the school's website to ensure it reflects contemporary and current content to publicly promote the school and its activities.
- Develop internal communications, such as contribution to newsletter and articles for the school's website.
- In collaboration with school leadership, develop plans and resources to support and enhance community engagement, external partnerships with local services and community groups and Old Scholars for participation in ongoing activities and programs.
- Design and implement marketing support materials including advertisements, brochures, posters and the school's Prospectus.
- Support the Catholic Education South Australia Communications Strategy and ensure the school image and branding standards are applied consistently with Catholic Education South Australia policies, procedures and protocols.
- As required, report on marketing initiatives and content performance and adjust accordingly to achieve identified targets.
- Develop a marketing calendar and facilitate the planning and coordination of events, functions and activities to promote and market the school internally and externally via newsletters, articles and virtual and real visual content.
- Attend school events and activities and engage with the school community to regularly capture and utilise appropriate content for the school's website, newsletters, online platforms and other publications.
- Liaise with the Catholic Education South Australia Communications team and attend team events to represent the school, where appropriate.
- Undertake a range of associated administrative tasks and assist other school staff with duties, as required, to achieve the smooth operation of support functions within the school.

- Attend and actively participate in school activities, events, meetings and required training and professional reviews.
- Other duties as required by the Principal (or delegate).

PERSON SPECIFICATION

- Commit to upholding and actively contributing to the Catholic ethos of the school.
- Demonstrated knowledge, skills and practical experience in supporting strategic and operational marketing and related activities to effectively support the school's Vision and Mission and Strategic Plan.
- Proficiency across the various marketing and communications disciplines including creative writing, desktop publishing, multiple online platform proficiency etc.
- Excellent written and verbal communication skills including comprehensive report-writing, editing, proof-reading and presentation skills.
- Highly developed interpersonal skills to develop a positive rapport with others and build engaging, credible, trusting and respectful relationships.
- Able to initiate, analyse, design, plan, execute and evaluate marketing and associated matters and generate and evaluate ideas through analysis of information and concepts to meet the needs of the school.
- Without need of guidance, self-manage performance of work utilising high level discretion and judgement, with accountability for achieving own outcomes within required timelines and standards.
- Ability to exercise substantial autonomy in decision-making using a wide range of highly specialised technical, creative or conceptual skills to fulfil role requirements.
- Demonstrated ability to undertake research, evaluate information and use for forecasting and planning purposes to inform leadership with marketing and related decisions.
- Advanced ICT skills including Microsoft Office, desktop publishing skills and ability to efficiently navigate databases and systems.
- Proficiency in digital platforms, social media and website maintenance, or ability and willingness to quickly learn.
- Excellent organisational and time management skills.
- Able to maintain a high degree of discretion and confidentiality.

ROLE REQUIREMENTS

- Relevant tertiary qualifications (Marketing or Communications) of at least 2 years of study and/or demonstrated experience in a comparable role. Experience working in the Education sector is desirable.
- Act in accordance with the CESA Code of Conduct and the Charter for Staff in Catholic Schools in South Australia.
- Hold a current acceptable Working with Children Check (WWCC) clearance & screening to work in Catholic Education South Australia.

- Hold current certification in Responding to Risks of Harm, Abuse and Neglect in Education and Care Settings.
- First Aid Qualification as directed by the school.
- As a worker, comply with the SA Work Health & Safety Act 2012 and, while at work, take reasonable care for their own health and safety.
- Take reasonable care that your actions or omissions do not adversely affect the health and safety of other persons.
- Comply, in so far as you are reasonably able, with any reasonable instruction given by the employer.
- Co-operate with any reasonable policy or procedure of the employer that is related to health and safety at the workplace that has been notified to workers.

This position information document indicates the general nature and level of work performed by the incumbent and is not a comprehensive listing of all responsibilities, tasks and outcomes.