POSITION DESCRIPTION

<table>
<thead>
<tr>
<th>Title:</th>
<th>Manager of Public Relations and Marketing</th>
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<tbody>
<tr>
<td>Faculty/Department Salary Level/Range</td>
<td>Administration</td>
</tr>
<tr>
<td>Reporting To:</td>
<td>To the Principal through the Director of Community Relations and Development.</td>
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<td>Date of commencement:</td>
<td>To be determined</td>
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<td>Position Objectives</td>
<td>The Manager of Public Relations and Marketing is responsible for the strategic development of all Marketing strategies and Public Relation activities within the College, and will: 1. Develop a Strategic Plan for all College Marketing activities; 2. Oversee and lead all Marketing operations within the College; 3. Ensure the College has a strong and positive image on social media; 4. Guide the College Principal and Board as necessary on Public Relation matters; 5. Define and implement College policies, procedures, and best practices in accordance with College expectations; and 6. Be a strong advocate for the College within the broader community.</td>
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<tr>
<td>Contract Term</td>
<td>Permanent</td>
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<tr>
<td>Leadership</td>
<td>This position sits within the Development Office.</td>
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ROLE SCOPE:

This role encompasses the following key areas:

Marketing:
- Develop and prepare an annual Operational Plan for the Marketing of the College, taking into account the needs of the College, potential vacancies and direction;
- Maintain a strong online presence, monitoring social media postings and utilising this medium to promote the College and its ‘Brand’;
- Lead and manage the use of the College’s Facebook account and other social media platforms;
- Ensure the effective marketing of the College utilising a range of mediums including print, radio, online forums, social media and websites;
- Oversee and lead the advertising, marketing and operation of the College’s Open days;
- Manage, promote and lead the development and usage of the College’s website and App; and
- Lead and oversee all advertising for the College including staff appointments, College functions, Scholarships and activities.

Public Relations
- Assist in the promotion of the College Brand within the College;
- Provide advice to the College Principal on any matters requiring liaison/ communication with the media;
- Source and create opportunities for the promotion of the College, its
students and staff within various sectors of government, business, corporate groups and the education sector;

- Source and create opportunities to enable the College Board, College Principal and members of staff to enhance both public and corporate image;

### Administration and Compliance

- Comply with all College policies and procedures as outlined in the Staff Handbook, College Manuals and the College’s Enterprise Risk Management System, including organisational and risk management processes as required;
- Attend any College events as deemed appropriate by the Principal; and represent the College at external events and occasions as required by the Principal;
- Prepare and be accountable for an annual budget pertaining to publications;

### Other

- Support the development of all College Publications from the Community Relations and Development Office;
- Oversee and develop College Publications as required;
- Any other duties assigned by the Principal.

These duties and responsibilities are subject to an annual review by the College Principal.
### KEY RELATIONSHIPS:

**Internal:**
- Principal;
- Director of Business and Finance;
- Director of Community Relations and Development
- Senior Leadership Team
- Heads of Faculties/House/ Departments; and
- Staff – work with all teaching and administrative staff in a flexible and cohesive manner.

**External:**
- Parents;
- Students;
- Other stakeholders as required;

**Technology:**
- Demonstrated competence in use of standard Office products and applications;
- Ability to use technology as an ‘enhancer’ for education delivery and development; and
- Possess a vision for how technology use can enhance well-being and genuine connectivity between people.

### SELECTION CRITERIA:

**Experience and Expertise:**
- Demonstrated experience in ‘Branding’;
- Demonstrated experience in publication development, proof reading and community engagement;
- Use of Social media and online platforms for Marketing;
- Possess a Vision for the development of community within a P-12 Co-educational College setting; and
- Strong communication skills.

**Specific Requirements:**
- Previous experience in Administration and in Publications, Marketing, Public Relations and/or Communications;
- Tertiary qualifications desirable but not essential if significant experience has been demonstrated.

**College Values:**
- Actively contribute to the general philosophy and spirit reflected in A.B. Paterson College policies, procedures and guidelines.

**Health & Safety**
- Actively contribute to the maintenance of a safe and healthy work environment
- All health and safety policies and procedures are understood and followed;
- Identified hazards are efficiently and effectively addressed;
- Proactive participation in health and safety audits of work practices; and
- Demonstration and understanding of emergency and evacuation procedures.