



## Position Description

<b>Position Title:</b>	<b>Marketing and Communications Coordinator</b>
<b>Industrial Instrument:</b>	Independent Schools NSW (Support and Operational) Multi Enterprise Agreement 2011-2014
<b>Reports to:</b>	Business Manager
<b>Tenure:</b>	Part-Time (0.6 FTE)
<b>Classification:</b>	Level 4 Administrator

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### Position Objective

To develop the School's reputation as the desired educational choice in the Byron Shire. To attract and retain student enrolments through marketing and promotion of the School and its events, whilst providing effective communication to students, parents, and the wider community.

### Key Accountabilities

- Assist in annual development of School Marketing Plan in line with the School calendar of events and budget
- Promote the School, specifically targeting new and prospective students
- Manage and monitor initial student enrolment enquires
- Develop relationships with parents of prospective students to ensure a smooth transition through the School enrolment process
- Manage administration of enrolment process from booking School Tours to reporting on statistical enrolment data
- Coordinate advertising and promotion of school events (including, but not limited to Spring Fair, Open Days, Bush Dance and Wearable Arts)
- Design and produce promotional material for school events, print and web based
- Produce school newsletter including collection of contributions, design, layout and co-editing
- Develop content for print and online media releases
- Manage maintenance of the school website
- Perform other duties as requested from time to time

### Key Selection Criteria

- Strong interpersonal and communication skills, including an ability to create lasting first impressions and build professional and community relationships
- High level of written communication skills, including attention to detail
- Demonstrated organisational skills, ability to meet deadlines and handle competing demands without compromising standards of service and quality
- High level of computer literacy, including use of word processing, spreadsheet, database and desktop publishing software
- Demonstrated experience in Graphic Design and Web Design in a Mac OS environment
- Ability to work independently and with limited supervision

**Essential**

- Qualification or equivalent experience in Marketing or Communications
- Two (2) or more years experience in a marketing/communications role including event promotions

**Desirable**

- Experience in and/or understanding of Steiner/Waldorf education
- Experience in the Education sector
- Experience in customer service/sales role

**Further information**

Your appointment will be subject to a satisfactory *Working with Children Check* as required under the Child Protection (Working With Children) Act 2012.