

## Position Description

<b>Position Title</b>	Marketing Manager
<b>Employment Type</b>	Permanent
<b>Reports to</b>	Business Manager
<b>Position Revised</b>	April 2024

### Purpose of Position

Reporting to the Business Manager the Marketing Manager will plan, develop, implement, and monitor marketing and communication activities across Investigator College in alignment with the school's strategic direction.

The Marketing Manager will support the achievement of Investigator Colleges long term business strategies and annual objectives, maintain a high level of community awareness, engagement, and retention, and expand on the College's profile, community experience and relationships to secure ongoing improved enrolments, brand awareness and community support.

This position will collaborate with internal and external stakeholders to create and deliver marketing plans, gift proposals, media statements, brochures, newsletters, events, briefings, brand management processes, articles, scripts and other written materials for internal and external audiences.

<b>KEY ACTIVITIES AND OUTCOMES</b>
<p><b>Communications</b></p> <ul style="list-style-type: none"> <li>• Lead the design and implementation of marketing and communications strategies using a range of creative means which may involve print, website, social media, podcast and traditional media.</li> <li>• Collaborate with stakeholders to assist in the development and delivery of communications and marketing plans.</li> <li>• Oversee the creation and publication of the College newsletter and social media assets for marketing campaigns, including image and video editing as required.</li> <li>• Identify and develop opportunities for story-telling and compelling media content in collaboration with relevant stakeholders.</li> <li>• Develop well-written content which is easy to understand, relevant, and increases engagement for the College.</li> <li>• Write internal communications, speeches, and key messaging as required.</li> <li>• Maintain a constant media presence in collaboration with the Principal, by preparing media releases, and building media relations to further leverage exposure.</li> <li>• Ensure the availability of briefing notes and relevant correspondence / materials for meetings attended by Principal or delegates that promote the College.</li> </ul> <p><b>Marketing</b></p> <ul style="list-style-type: none"> <li>• Lead the planning, development and delivery of communications, marketing campaigns and key engagement activities in alignment with strategic objectives to build our brand, community engagement, and awareness with key target markets and the wider community while reflecting the College's core Values.</li> <li>• Collaborate to develop and implement annual and project specific communications and marketing plans in consultation with the Principal and Business Manager.</li> <li>• Develop and maintain advertising plans, providing advice on opportunities to maximise reach, improve delivery to target audiences and optimise campaign performance.</li> </ul>

- Manage budgets and spending in line with advertising plans to ensure effective and positive return on investment (ROI) for marketing and promotional activity.
- Work to an agreed set of marketing key performance indicators relating to marketing initiatives.
- Create marketing opportunities to maximise campaign exposure through a range of creative means.
- Use market research, monitoring and analytics to ensure advertising solutions are effective and measurable, with insights used to inform future creative solutions.
- Coordinate editorial and content schedules for use in marketing content.
- Collaborate with the Community and Events Coordinator to oversee the production of all marketing and promotional materials (e.g. brochures, newsletter, videos, website, displays, digital content, presentations, reports etc.) to align with the College's brand and image, incorporating positive developments to student learning and wellbeing to promote Investigator College to its community (i.e. current and prospective families, old scholars), the corporate market, and the public.
- Ensure appropriate information (including schedules) regarding marketing / events / campaigns are communicated to staff, committees and volunteers.
- Liaise with, and work collaboratively with, professional photographers, printers, agencies and other professionals as required.
- Ensure a collection of current relevant, edited school event photographs, for use in publications, websites, and social media channels.
- Work collaboratively with the Community and Events Coordinator and Enrolments and Admin Officer to promote the College as required.

#### **Digital / Social Media Management**

- Contribute to the development, and lead the delivery of, the College's digital and media strategy, including management of the College's website and social media to maximise community awareness and outcomes.
- Review market and industry research and present innovative ideas to help drive growth in website and social media traffic and increase user engagement and interaction, including the identification and recommendation of potential new platforms.
- Proactively develop and schedule engaging, impactful and informative content across social media channels (particularly Facebook, Instagram, Twitter, LinkedIn) including monitoring and responding to comments, amplifying partner/stakeholder content, and evaluating its performance through analytics
- Develop and maintain Investigator College's social media policies and guidelines, developing supporting materials to support the effective use of these channels.

#### **Enrolments**

- Market the College to target audiences and the wider community across a variety of platforms, ensuring that a compelling case for the selection of Investigator College as a College of choice is developed and able to be clearly articulated to prospective families.
- Work collaboratively with the Enrolments and Admin Officer to maintain the College's enrolment database ensuring information is accurate and utilise data to support enrolment targets.
- Collect and analyse data obtained through research surveys and report findings on a regular basis and share recommendations to the Principal and College Leaders.
- Develop and maintain an understanding of current key issues, trends and research in education which affect enrolment decisions, considering the unique needs of the local community and surrounding areas.
- Contribute to tours of the College for families, providing targeted opportunities for them to see the College at its best, and in line with their special interests as required.

**Administration & Events**

- Oversee the operations of the College’s Marketing & Communications functions.
- Maintain budgets for marketing and community engagement activities in consultation with the Principal & Business Director, ensuring alignment with strategic objectives and priorities, and maintaining delivery within allocated spend and timeframes.
- Prepare professional reports and statistical data as required.
- Arrange awards, farewell gifts, and other staff acknowledgements on behalf of the College.

**Experience and Knowledge**

- Experience in a similar role proactively researching and developing content, refining requirements for general publication, and finding interesting angles and writing compelling content which creates interest and engagement.
- Experience in stakeholder engagement, including providing strategic, evidence-based advice on communication approaches.
- Ability to think on your feet and translate complex or new information quickly into communication products.
- Experience using analytics and insights to inform content planning and writing, develop clear marketing audiences and track results.
- Significant experience and demonstrated capability in writing and producing marketing communications documents using a range of desktop tools (i.e. Adobe Creative Suite, Illustrator, Photoshop, MS Office, Office 365).
- Significant experience developing and maintaining impactful and relevant websites and social media platforms for business engagement and promotion.

**Relationships**

- Outstanding personal skills and a positive and encouraging interpersonal style.
- Well-developed networking skills and a strong customer focus.
- Positive, collaborative relationships with all people associated with the College including staff, Students, parents, volunteers and community members.

**KEY WORKING RELATIONSHIPS**

Internal	External
<ul style="list-style-type: none"> <li>• Business Manager</li> <li>• Principal</li> <li>• Professional Services Team</li> <li>• College Staff</li> <li>• Students</li> </ul>	<ul style="list-style-type: none"> <li>• Parents &amp; Families</li> <li>• Community / Council</li> <li>• Local Business</li> <li>• Feeder Schools</li> <li>• Local politicians</li> </ul>

**PERSON SPECIFICATIONS**

Essential	Desirable
<p><b>Qualifications</b></p> <ul style="list-style-type: none"> <li>• Tertiary qualifications in a relevant area, such as Media, Marketing, Communications, Graphic Design etc.) and/ or equivalent relevant experience.</li> <li>• Obtain a DHS Working with Children Check (WWCC) prior to commencement.</li> </ul>	<p>Current First Aid Training Certificate Experience in Education sector.</p>

<ul style="list-style-type: none"> <li>• Undertake training on Responding to Risks of Harm, Abuse and Neglect (RRHAN) prior to commencement</li> </ul>	
--	--

**About Us**  
Investigator College is a world-class ELC to Year 12 Anglican College located at Victor Harbor on the South Coast of South Australia.

Students are encouraged to become happy, successful and well-rounded citizens, working towards goals in alignment with the college motto, ‘Your Best Self.’ A proud member of the Positive Education Schools Association, our students and staff focus on character strengths, resiliency, gratitude and growth mindsets to ensure that both student and staff wellbeing is at the forefront, enabling optimum academic outcomes. Excellent manners and pro-social skills are hallmarks of an Investigator student with a strong emphasis on respect: of ourselves, of others, the environment and of animals.

Investigator College also boasts a 10-hectare waterfront Eco-Campus at beautiful Currency Creek and is known for its unique environmental and sustainability courses, in addition to agricultural science and a focus on 21<sup>st</sup> Century learning.

Everything we do is at Investigator is an investment in community, wellbeing and the future. Graduates are ‘future ready’ and poised to make a positive impact on the world.

**Our Values**  
Providing the opportunity for you to be “YOUR BEST SELF” underpinned by the core values of the College:

- Aspiration
- Identify Opportunities
- Individuality
- Fostering Community
- Anglican Ethos
- Inclusion
- Transparency
- Accountability

**CONDITIONS OF EMPLOYMENT**

**WHS**  
Commit to protecting Work Health Safety and wellbeing for all staff, students and others by:

- Complying with policies and procedures
- Comply with reasonable instructions in relation to health and safety
- Take reasonable care of your own health and safety
- Report all hazards, near misses and incidents
- Complete relevant Work Health and Safety training (if required)

**Performance & Training**

- Participate in an annual review of performance in the role and review of this Position Description.
- Participate in relevant compliance and other work-related training and professional development as required

**Legal & Policy Requirements**

- Comply with all relevant policies and procedures.
- Satisfy all position related employment requirements, including providing tertiary education details as required, completing medical assessments, DHS Working with Children Check and National Police Certificate (if requested)
- Demonstrate commitment to the College Code of Conduct

**Special Conditions**

- Out of hours work may be required during busy periods.
- Additional hours may be available for special projects.
- Current Drivers licence is essential.