



Shellharbour Anglican College

Position: Marketing and Communications Coordinator

Reports to: Director of Strategic Communications and Advancement

Start Date: Term 3, 2022.

Type of Employment: Permanent part-time position, 0.4 FTE. Attendance at after-hours events will be required. Flexible working hours can be negotiated.

About Shellharbour Anglican College

Welcome to Shellharbour Anglican College and thank you for considering an application to join our dynamic and growing school. Following a period of strong growth at the College, we are seeking a creative communicator to join the Advancement Team.

Our College is a leading Christian Prep to Year 12 coeducational school, set on a spacious green campus just to the south of Wollongong. Founded in a region steeped in cultural history, our College has grown steadily and sustainably since first opening its doors in 2004, to over 860 students; and is still experiencing rapid growth with an increasing number of families wanting to join us, either now or in the future.

Role Overview

The Marketing and Communications Coordinator will work closely with the Director of Strategic Communications and Advancement to create and maintain all aspects of Shellharbour Anglican College's digital platforms and social media presence. The candidate will think innovatively and creatively to execute the College's digital strategy, including developing content for the College website, newsletter and social media. The candidate will be passionate about digital platforms and have experience in photography and videography.

The Marketing and Communications Coordinator will benefit from the mentorship of an experienced professional in this field. They will also work alongside a highly regarded Marketing and Communications firm and various other contractors.

Social Media

- Work with the Director of Strategic Communications and Advancement to execute the Shellharbour Anglican College Digital Strategy.
- Create content for and manage the school's presence on social networking sites including Facebook, Instagram and LinkedIn.
- Manage and monitor the school's online and media profile.
- Frequently create and deliver engaging content for relevant social media channels, in line with the digital strategy and calendar.
- Coordinate the marketing calendar with online activity.
- Track social media influence measurements.
- Prepare reports on usage statistics, and continuous monitoring and coverage of all sites.
- Manage social media advertising.

Publications and Website

- Produce internal and external communication pieces covering College activities, events and school life, for publications, newsletters, and promotional materials.
- Review current newsletter and website content and develop creative and innovative ideas to improve platforms.
- Responsible for producing College e-newsletter using The Buzz.
- Responsible for the upkeep of website and Intranet content.
- Identify relevant stories to cover and determine the appropriate platform to publish.
- Coordinate promotional photo shoots.
- Maintain our photographic database.

About You

You are a creative and innovative communicator who understands the importance of a positive and collaborative working environment. You have a Christian faith and are active in your local church.

You have a demonstrated track record of building authentic stakeholder relationships while coordinating a marketing and communications program which maintains brand consistency and effectively shares an organisations values and purpose.

Ideal candidates will have:

- A Bachelor's degree in Marketing, Communications, Public Relations, Journalism or similar. This role may suit a final year University student or someone who has a minimum of 1-3 years recent experience in a similar role.
- Strong organisational and project management skills, as well as attention to detail.
- Excellent written and verbal communication skills, as well as outstanding copywriting and proofreading skills.
- A sound understanding of various marketing platforms, channels, and best practices, including social, digital, and email marketing.
- The ability to be a self-starter and also able to independently move projects forward and meet deadlines.
- Developed analytical skills to analyse metrics and create reports.
- Actively support the Christian identity and purpose of the College, and uphold the values and expectations as described in the Staff Code of Conduct. Comply with applicable child protection legislation and be responsible for ensuring that the College's Child Safe policies, procedures and programs are at the forefront of all we do. Be responsible for complying with the College's WHS policies, procedures and practices and contribute to a healthy and safe workplace culture.

Shellharbour Anglican College is committed to ensuring the safety of our staff, students and school communities. In line with College COVID-19 policy, all staff are required to be fully vaccinated against COVID-19 or have an approved medical contraindication in order to work with us. Compliance with this policy and providing evidence of vaccination is an essential requirement of employment.

*No role description can capture the complexity of working in a college – as such this is a guide and is not intended to be an exhaustive or exclusive list of duties for this position. It is subject to change with evolving needs and will include other duties as they arise. **At times this position may require a varied work pattern to support events and campaign.***

Pay and Conditions

Employment will be subject to the provisions of the *Independent Schools NSW Standards (Support and Operational Staff) Multi Enterprise Agreement 2021* or any industrial agreement that replaces that award.

Salary will be negotiated according to qualifications and years of experience. The position is subject to a period of probation, defined as six months in accordance with the Fair Work Act 2009 (Cth).

Applications Close on Friday 1 July 2022

To Apply: Candidates are to submit a resume, cover letter and application for employment found on the College website to mmann@shellharbourac.nsw.edu.au.

If you have any questions about the role please contact Melissa Mann, Director of Strategic Communications and Advancement on (02) 4297 6029.

