



Shellharbour Anglican College

Marketing and Events Coordinator Permanent part-time position, 0.6FTE

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 1000 students; and is still experiencing growth with an increasing number of families wanting to join us, either now or in the future.

Role Overview

The Marketing and Events Coordinator will work closely with the Principal 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, publications and social media. The candidate will be passionate about digital platforms and have experience in photography and videography. The candidate will also assist in the end-to-end coordination of College events, managing logistics and promotional activities to ensure seamless execution and high levels of community engagement. The candidate will have a Christian faith and be active in their local church.

Digital Media

- Work with the Principal to execute the Shellharbour Anglican College Digital Strategy and content calendar. Coordinate the marketing calendar with online activity.
- 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.
- Track social media influence measurements.
- Prepare reports on usage statistics, and continuous monitoring and coverage of all sites.
- Manage annual advertising buying and production in line with marketing strategy.
- Coordinate photography of key College events and for regular content on digital platforms.

Publications and Website

- Produce internal and external communication pieces covering College activities, events and school life, for publications (bi-annual *Guwanyi Magazine*) and promotional materials.
- Maintain upkeep of website and Intranet content.
- Identify relevant stories to cover and determine the appropriate platform to publish.
- Coordinate promotional photo and video shoots.

- Maintain our photographic database and integrity of the Do Not Publish lists.

Events

- Collaborate with the Principal to develop a Community Engagement Strategy and plan of key initiatives and events to ensure proactive engagement with the College and broader community. (For example, Mother's Day and Father's Day breakfasts, Year 12 Valedictory dinner, Year 6 Farewell.)
- Working with the Principal to plan internal and external College events that support the Community Engagement Strategy.
- Plan, coordinate and deliver internal and external College events including organising venues, catering, event presentation, setup and logistics to ensure the smooth running of College events such as Val Dinner, graduation events, Presentation Evenings etc
- Assist the Enrolments Officer and the Principal in the promotion and running of College events relating to Admissions, including but not limited to College Open Days, Experience Days, Tour mornings, and information events.
- Develop strategies to build a strong P&F presence within the College.
- Develop and foster a network of contacts to build relationships with Key Stakeholders in the broader community, including attending relevant networking events to build community relationships and partnerships.
- Promote the College to the broader community.

Alumni Engagement

- Develop an Alumni Relations Strategy with key initiatives to establish and build a strong Alumni network at the College.
- Work with the *Enrolments Officer* and the *Principal* to plan, coordinate and deliver alumni focused events.

The ideal candidates will have:

- A Bachelor's degree in Marketing, Communications, Public Relations, Journalism or similar. Minimum 3-5 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.

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 campaigns.***

Pay and Conditions

Employment will be subject to the provisions of the *Independent Schools NSW Standards (Professional and Operational Staff) Cooperative Multi Enterprise Agreement 2025* 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: Monday 30 March 2026

To Apply: Candidates are to submit a resume, cover letter and application for employment found on the College website to employment@shac.nsw.edu.au. If you have a portfolio of work to share, this will be advantageous.

