

Position Information Document

Marketing & Communications Coordinator

Position Title	Marketing & Communications Coordinator
Commencement	As soon as possible
Reports to	Principal through the Head of Sustainability & Engagement
Remuneration	Permanent ESO Grade 5 - Other Professionals South Australian Catholic Schools Enterprise Agreement
Hours of Work	37.5hrs per week - 8:30am to 4:30pm 41 weeks Additional hours of work may be required
Last Updated	October 2024

St Patrick's Technical College (SPTC) is unlike other schools – we are for young people deliberately seeking a different educational experience. We are here for students wanting to learn in the classroom, within the workplace and on the job, enabling them to kick start their real world learning. The College is a purpose-built trade College offering education, training and apprenticeship pathways to Year 10-12 students.

College Vision

To be at the forefront of vocational education, nurturing the next generation of industry leaders dedicated to shaping a better world.

College Mission

St Patrick's Technical College inspires students for success in their first career. Through a dynamic and innovative learning model grounded in Catholic social teaching and informed by industry, we create exceptional and work ready young adults.

College Values

As a Catholic Vocational College caring for young adults, we live our story by

Welcome: Welcoming all to our learning community

Hope: Offering hope and a sense of purpose to all

Serve: Valuing and serving others

Respect: Respecting ourselves and our environments

Celebrate: Developing and celebrating each person's unique talents

Position Overview

Working closely with the Head of Sustainability & Engagement, the Marketing and Communications Coordinator is responsible for the promotion and protection of the College's brand and reputation with internal and external stakeholders. They will also develop, implement and maintain the College's marketing and communications programs aimed at enhancing the College's visibility and engagement. This includes brand identity, advertising, print and digital marketing, content development, social media engagement and media relations.

The Marketing and Communications Coordinator will focus on delivering the outcomes of the marketing and communications plan using the Key Responsibilities listed below as a guide to gaining successful outcomes. They will facilitate, foster and maintain engagement and communication with prospective families, current families, old scholars, industry partners and the wider community. Their primary objective is to maintain and deliver innovative marketing and communications tactics, ensuring the highest profile is achieved and sustained.

Key Working Relationships

- Head of Sustainability & Engagement
- College Executive Leadership Team
- Students & Wellbeing Leaders
- Learning Area Leaders
- Staff
- Industry Team
- Students, families and the wider community
- Employers, Businesses, Industry Organisations & Networks
- RTOs and their personnel
- Other Education Providers
- Other Relevant Stakeholders

Key Responsibilities

The Marketing and Communications Coordinator is primarily responsible for:

Strategic Leadership: Develop, administer and implement marketing, communications and advertising plans, in line with the College's marketing and communications strategy, to effectively engage with the College community, retain and attract student enrolments and promote the College's services and activities to internal and external stakeholders.

Brand Identity: Enhance and maintain a strong brand identity that reflects the vision, mission, values and unique offerings of SPTC. This includes brand guidelines, narrative, and other visual assets. Ensure that the College style guide is applied consistently throughout internal and external College communications, and in line with the College's brand strategy.

Content Creation: Manage, produce or source, and execute high-quality content such as narratives, images, videos and infographics. Utilise this content to support marketing and communications activities, convey ideas, share information, and showcase the College's achievements and student stories. Also develop and maintain a content bank of student stories for the website, social media, print and other marketing applications. Manage and liaise with external service providers as required.

Digital Marketing: Implement digital marketing strategies and activities to reach and engage target audiences. This includes managing the College's website, social media channels, email marketing campaigns, and online advertising. When coordinating the College's social media accounts, websites and promotional materials, ensure communications are presented to a high standard and on brand. This includes reviewing and improving website and online community engagement.

Print Marketing: Develop, administer and implement creative, innovative, concepts and artwork for marketing material, publications, campaigns, signage, communications, and collateral, aligned with the College's brand guidelines.

Advertising, Events and Promotions: Develop advertising campaigns across various channels, such as print, digital and radio, to promote enrolments, College programs, activities, events and student stories. Work with advertising representatives to secure the best rates and positioning for media channels and associated marketing initiatives. Plan, coordinate, and assist with events, information sessions, tours, trade shows, expos, and student award ceremonies as required.

Media Relations: Build positive relationships with media outlets, influencers, and stakeholders to secure media coverage, press releases, and featured articles highlighting the College's unique offerings, accomplishments and initiatives. Oversee media relations, crafting impactful stories and maintaining a positive public image. Develop and maintain key media and community relationships to appropriately manage media exposure. Create relevant press and media releases.

Alumni Program: Assist in the development and implementation of an Alumni program plan, engaging with old scholars through social media, newsletters, events, web pages and other resources. Maintain an old scholar register which is regularly reviewed for accuracy. Promote, encourage and support old scholars in their application for trade based apprenticeship awards. Coordinate, plan and promote the old scholar community to current students.

Budget: Assist in the development and management of the marketing and communications budget, allocating resources to optimise spending for maximum return on investment.

General

- Attend and participate in meetings and College activities, as required.
- Prepare and present professional reports when requested.
- Positively participate in required training and professional reviews, as applicable.
- Other duties as required by the Principal or Head of Sustainability & Engagement.

Person Specifications

- Relevant tertiary qualifications (Marketing and/or Communications) and/or demonstrated experience in a comparable role. Experience working in the education sector is desirable.
- An understanding of contemporary marketing and communications theory and practice.
- Creative ability to write newsletters and other professional marketing materials to deliver creative in-house communications materials.
- An understanding of the education sector and a multi-stakeholder environment.
- Advanced ICT skills including Microsoft Office and desktop publishing skills specifically Adobe Creative Suite applications, such as InDesign and Photoshop.
- Experience in digital platforms, social media and website maintenance using Content Management Systems for the update of websites, or ability and willingness to quickly learn.
- Excellent interpersonal and communication (written and verbal) including comprehensive report-writing, editing and proofreading ability.
- Ability to evaluate information and use it for forecasting, planning or research purposes to inform leadership with marketing and communications decisions.
- Ability to apply a high level of initiative, proficiency, accuracy and competency. To analyse, diagnose, design and implement solutions within the area of responsibility.
- Excellent organisational and time management skills.
- Ability to work autonomously, with limited direction, taking responsibility for own outcomes, as well as positively contributing within a team environment to achieve best outcomes.
- Ability to maintain a high degree of discretion and confidentiality.

Specific Requirements

- Applicable First Aid Certificate relevant to the role requirements.
- Current and acceptable Working with Children Clearance and screening to work in Catholic Education SA and other screening clearance checks that may be required at regular intervals throughout your employment.
- Current valid Responding to Risks of Harm, Abuse and Neglect – Education and Care certificate.
- CESA Staff do not need to be vaccinated against COVID-19 as a condition of employment, with the exception of CESA Staff working in High-Risk Settings. CESA Staff are however strongly encouraged to have and maintain an Up-To-Date Vaccination Status in accordance with the ATAGI statement. The vaccination requirement for CESA Staff working in High-Risk Settings is a condition of employment or engagement unless an exemption is approved in accordance with the CESA COVID-19 Vaccination Policy.

Other Information

- The purpose of this position information document is to serve as a general summary and overview of the major duties and responsibilities of the position. It is not intended to represent the entirety of the position nor is it intended to be all-inclusive. SPTC reserves the right to modify this position description in consultation with the incumbent from time to time depending on the operational needs and requirements of the College. The staff member may also be required to perform other duties that could be reasonably considered relevant to the position.
- Staff members at SPTC are required to demonstrate a commitment to participate in activities that support and develop the College's Catholic ethos and the wider mission of the Catholic Church.
- SPTC will support your performance and ongoing development to ensure you are fully prepared for future challenges as this position and the College adapts and grows.
- This position may require working outside of regular business hours for various reasons but particularly to monitor and respond to social media activity, manage campaigns and assist with events when required.
- SPTC is committed to the safety, participation and empowerment of all young people in the College's care. All members of the community, including employees, contractors, agency staff and volunteers, have an important role in providing students with a safe and nurturing environment in which to prosper and thrive. The College has zero tolerance of child abuse, and all allegations and safety concerns will be treated very seriously and consistently within our policies and procedures.
- SPTC is an equal opportunity employer and is committed to providing a safe and healthy work environment free from discrimination, harassment or bullying.

Work Health and Safety

This role is deemed to be a Worker under the South Australian Work Health and Safety (WHS) Act 2012. As a Worker, while at work you must:

- Take reasonable care of your own health and safety
- Take reasonable care that your actions or omissions do not adversely affect the health and safety of other persons
- Comply, in so far as you are reasonably able to, with any reasonable instruction given by the employer
- Co-operate with any reasonable policy or procedure of the employer that is related to health and safety at the workplace that has been notified to workers.

Reference: Division 4, Section 28 WHS Act 2012