



# Role Description

## Marketing and Communications Manager

### Introduction:

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In our Sacred Heart school there has been a long tradition of particular care for every student. It is the policy of Sacré Cœur to live out the values that reflect its Sacred Heart tradition. These values are embodied in the Goals of Sacred Heart education, which are:

1. A personal and active faith in God
2. A deep respect for intellectual values
3. Building community as a Christian value
4. A social awareness that impels to action
5. Personal growth in an atmosphere of wise freedom

Sacré Cœur places an emphasis on serious study and academic excellence. The curriculum is designed to engender the integral development of pupils, encouraging physical, intellectual, moral, creative and spiritual growth in a supportive and co-operative learning environment.

The Marketing and Communications Manager is a member of the Community Relations Office team.

### Community Relations Office:

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The Community Relations Office is responsible for Sacré Cœur's Marketing and Communications; Admissions; Reception; Brand Management and Publicity; Fundraising and Philanthropy; Alumnae Engagement; Heritage, Art and Archives; as well as engagement across a range of important community stakeholders such as the School Board, School Foundation, Community Council, Parents' Association, Alumnae Association and various affiliate supporter groups.

### Role Overview:

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The Marketing and Communications Manager is a key leadership position within the Community Relations Office team and is responsible for the development and delivery of the School's marketing and communications activities, ensuring alignment with the strategic direction of the School and its various communities as directed by the Sacré Cœur School Board.

Within the broader School context the Marketing and Communications Manager will work to foster strong linkages with internal colleagues and the wider School community in order to deliver a marketing and communications program that responds to the various needs of our community and the strategic needs of the School.

The Marketing and Communications Manager helps drive the formulation of the School's strategic marketing strategy and oversees and implements all of the School's key marketing

activities including website, digital and hardcopy communication channels and major events such as Open Day and French Village Fair. The incumbent is responsible for the development, implementation and evaluation of marketing strategies, and provides strategic and tactical advice and support to the School.

This role will play a fundamental role in helping to establish Sacré Cœur as one of the most preeminent, respected and in-demand independent Catholic educational institutions in the country in the minds of future, current and past families and the broader community.

The incumbent brings to this role strong industry knowledge and awareness of emerging trends and issues across the education sector.

The person in this role is required to be fully aware and accepting of the School's Child Safety Policy and ensure the wellbeing and protection of every child in its care.

### **Reports to:**

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The Marketing and Communications Manager is responsible to the Director of Community Relations reporting to the Principal.

### **Key Responsibilities:**

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The key responsibilities of the Marketing and Communications Manager encompass the following:

#### **Corporate Identity**

- Develop and implement the School's marketing, communications and public relations plan in line with the School's Strategic Plan, vision and values.
- Manage the School's brand strategy and supporting policies, overseeing internal communications to facilitate the consistent adoption of the brand and monitor and manage external executions to ensure a consistent message is delivered to key stakeholders and audiences.
- Develop and maintain the visibility of School leadership, especially the School Board, Principal and Senior Leadership Team with key stakeholders in the education sector and the broader community.
- Organisation of Open Days and other key marketing events in conjunction with the wider School community.
- Liaison with various groups and committees within the School community and supporting them in publicising their events and activities as appropriate.

#### **Publications and Social Media**

- Drive the continual development and implementation of a whole-of-organisation social media strategy using a variety of platforms, monitoring and reporting to the Director of Community Relations upon outcomes, and making recommendations for the use of new mediums and technologies in School marketing campaigns.

- Editorial and organisational responsibility for regular electronic and hardcopy communications including the School website, *Burke Road Bulletin*, *Cor Unum*, and other publications as required.
- Co-ordinate the production and distribution of brochures and promotional materials including signage, banners, corporate gifts and merchandise.
- Oversee in close collaboration with the Director of Community Relations, the procurement of external suppliers such as designers, printers, photographers, filmmakers, distributors and mail-house services to ensure the cost effective use of these contractors.

### **Research**

- Initiative and conduct consumer research, collect and analyse competitor data, analyse feedback that impacts on the Schools' enrolments and marketing.
- Identification of new marketing and communication opportunities and presentation to Director of Community Relations and Community Relations Sub-committee.
- Conduct major internal and external surveys and analyse results; other surveys as appropriate, e.g. parent satisfaction survey.

### **Media Relations**

- Brief Director of Community Relations and Principal on media requests, provide material for interviews and articles as required.
- Liaise with media outlets to facilitate knowledge of and receptivity to approaches from Sacré Cœur.
- Maintain a profile in the media presentation of the School through local, state wide and national media.
- Assist the Director of Community Relations to manage media liaison in the event of a crisis or where critical issues may arise.

### **Reputational Management**

- Provide advice and recommendations to the School's senior leaders on marketing issues to facilitate sound decision making.

### **Staffing and Resources**

- Oversee, implement and monitor the Community Relations marketing budget to ensure that expenditure is within forecast/approved budgets.
- Manage effective staff performance of direct reports including the annual formal performance review and development process to ensure that staff clearly understand and meet expectations of their role(s).

### **Continuous Improvement and Reporting**

- Ensure a culture of continuous improvement is embedded within the practices of the marketing program and this approach is actively encouraged throughout the School community.

- Undertake periodic competitive audits; initiate and engage in comparative benchmarking and analysis.
- Analyse and report on the effectiveness of the School's marketing and communications program - making recommendations for continued evolution and improvement of the program, using a range of inputs.

#### **Other**

- Help prepare sponsorship proposals and other related business case submissions supporting the core business functions of the School.
- Ensure the implementation of all School policies that relate to the area for which the position is responsible, in particular, those relating to occupational health and safety, communications, risk management and privacy.

### **General Expectations:**

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#### **Professional Development**

Attend relevant workshops, courses and conferences as agreed with the Director of Community Relations.

#### **Work Location**

The primary work location for this position is at Sacré Cœur, with the occasional requirement to work at external locations.

This position involves some out-of-hours attendance at meetings and School events.

#### **Office Areas**

All staff are expected to:

- Maintain a professional and clean work environment
- Ensure all IT directories are well organised and follow protocols
- Attend staff briefings as required

#### **Staff Participation**

Without compulsion all staff are warmly invited to:

- Attend all celebratory Community Relations events
- Attend general Sacré Cœur social functions

#### **Other Duties**

The Director of Community Relations may allocate other duties relevant to the position in accordance with the needs of the School and Community Relations Office.

#### **School Relationships**

Apart from the Principal and Director of Community Relations, the primary relationships for this position include:

#### **Internal**

- Community Relations Office colleagues
- Sacré Cœur Foundation
- Marketing and Communications Committee
- Parents' Association

- Alumnae Association
- Teaching and administration staff
- Students
- Current and future parents

#### **External**

- Other schools in the Catholic education sector
- Catholic Education Melbourne
- Girls' Sport Victoria
- Other independent and government schools
- Educate Plus
- Media
- Suppliers
- Contracted Marketing Agency
- City of Stonnington
- Others of interest to the profile of the School - to be advised by Director of Community Relations

#### **Key Performance Indicators**

Agreed fair and reasonable KPI measures will be developed annually in conjunction with the Director of Community Relations.

#### **Key Selection Criteria:**

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##### **Training/Qualifications (or equivalent experience)**

- A recognised tertiary qualification preferably in a marketing or public relations-related field, or equivalent work experience

##### **Knowledge, Experience and Skills**

- High level interpersonal skills, with demonstrated ability to build rapport and interact effectively at all levels within the School
- Extensive experience initiating, coordinating and executing compelling messages, content and events for different target demographics and channels
- Demonstrated project management skills and ability to manage a range of community engagement initiatives to deadline and budget
- Demonstrated ability to drive business improvement through the implementation of brand strategies to increase revenue generation and client satisfaction
- High level organisational and time management skills, with an ability to prioritise tasks, meet deadlines and manage competing tasks
- Highly developed initiative and ability to think strategically
- Excellent oral, verbal and written communication, writing and editing skills, together with demonstrated ability to use desktop design software and management information systems
- Demonstrated knowledge of, and use of social media in marketing campaigns
- Demonstrated team player

### **Personal Requirements/Competencies**

- Alignment with School values
- Understanding of the traditions and spirituality of a Sacred Heart (RSCJ) school and ability to confidently articulate this ethos
- High level of professional personal presentation
- Enthusiastic and highly motivated to contribute
- Operates effectively in a team environment; maintains high work standards with minimal supervision and high attention to detail
- Flexible and operates effectively in a changing environment
- Willingness to work at functions outside of hours and off campus
- Current Victorian Working with Children Check
- Victorian Driver's Licence
- Own car required

### **Desirable**

- Knowledge of the relationship and interdependencies between community engagement, student recruitment and alumnae and donor relations
- Demonstrated knowledge of marketing and communications functions, technologies, and approaches within the Australian and international education sectors

### **Terms and Conditions:**

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This is a full time ongoing position with four weeks of annual leave.

The Marketing and Communications Manager will be employed under the terms and conditions of the *Victorian Catholic Education Multi Employer Agreement 2018* (and subsequent Agreements) as a Level ESA4-6 plus 9.5% superannuation.