



# Role Description

St Bede's  
College

## Marketing and Communications Coordinator

St Bede's College is a Catholic school in the Lasallian spirit and tradition. The College is a faith community committed to social justice, especially to those who are the *"lost, the least and the last"* (St John Baptist de la Salle). Our motto is *Per Vias Rectas* (By Right Paths).

This role description is written in light of the Mission and Vision Statements of the College. Our Community is characterised by a strong set of values that underpin the way we live. We enact those values by respecting and honouring our collective heritage while looking with imagination to the future. The College seeks to assist young men to take their place in society, alive with the wisdom of the gospel.

### Commitment to Ethos

All staff in the Catholic school have an indispensable role to play in furthering the mission of the Church. It is expected of all employed in a Catholic school that they:

- Accept the Catholic educational philosophy of the school.
- Develop and maintain an adequate understanding of those aspects of Catholic teaching that touch upon their subject areas and other aspects of their work by their teaching and other work and by personal example, strive to help students to understand, accept and appreciate Catholic teaching and values.
- Avoid, whether by word, action or public lifestyle, influence upon students that is contrary to the teaching and values of the Church Community, in whose name they act.
- Comply with the accreditation policy of the CECV to teach in a Catholic school (if applicable).

Furthermore, it is expected of all employed at St Bede's College that they accept and support the ethos of the *Lasallian Order* and activities directed at the broader aims of the College.

### St Bede's College is a Child Safe School:

St Bede's College holds the care, safety and wellbeing of its students to be at the core of all we do. The College is resolutely committed to ensuring that all staff of the College act in a manner that promotes the inherent dignity of each of our young men and their fundamental right to be respected and nurtured in a safe school environment. This commitment includes regular and appropriate learning opportunities in relation to child safety and young people's protection and wellbeing.

We also commit to listening to, and taking seriously, all concerns voiced by students, staff, parents and caregivers, volunteers, contractors and clergy. We commit to continuously reviewing and improving our systems to protect children from abuse.

Our commitment is drawn from and inherent in the teaching and mission of Jesus Christ, with love, justice and the sanctity of each human person at the heart of the Gospel.

## **Overview**

The Marketing and Communications Coordinator works within the Marketing and Communications team to facilitate, foster and maintain relationships and communication with current families, Alumni and the wider community while simultaneously managing marketing and promotions activities to families prospective to the College.

The Marketing and Communications team works actively to present the College to the community through visual, print, electronic and verbal media and has a contributing role in event management for the College.

The Marketing and Communications Coordinator will be part of the Marketing and Communications team, consisting of 4 people and reports on a day to day basis to the Business Manager and, ultimately, to the Principal.

This position has a key role to play in the good organisation and management of the College. The person requires an empathy with the Catholic and Lasallian ethos of the College and be able to actively support leadership in this area. This person is often the first contact with the College and, as such, should present in a warm and informative manner.

Religious affiliation is not a condition of employment. Any applicant should be aware of, and in sympathy with the religious aims of St Bede's College as a Catholic school.

This role entails working closely with the staff responsible for Marketing, Communications and Enrolments and may be modified over time according to the needs of the College and in consultation with the incumbent.

## **Attributes and Competencies**

The Marketing and Communications Coordinator is expected to exhibit the following attributes and competencies:

- A Bachelor's degree in marketing, public relations, or a related field is required.
- Must have experience in marketing, public relations, communications and advertising operations
- An understanding of, appreciation for and sensitivity to the Lasallian spirit and tradition which has underpinned the history, development and culture of St Bede's College.
- A firm belief in and commitment to the Mission and Vision of the College and an ability to articulate and promote these.
- Loyalty and public support for the Leadership of the College.
- The ability to be a self-motivated and independent worker within a team is essential.
- Be able to demonstrate a broad knowledge of the College and its activities.
- Maintain confidentiality at all times and demonstrate high professional standards within the College and community.
- Exhibit ongoing professional growth on a personal level and for the benefit of the College community.
- Demonstrate high level communication skills, both verbal and written.
- Demonstrate proficiency in documentation and record-keeping particularly in the use of databases.
- Work collaboratively on any relevant policies within this area.

## **Responsibilities**

### **MARKETING**

- Develop, implement and evaluate a Strategic Marketing Plan for St Bede's College, and systematically implement the plan in consultation with the Principal
- Develop an annual advertising schedule, particularly in relation to enrolment targets
- Liaise on an ongoing basis with the Enrolment Officer regarding enrolment trends, opportunities for enhancement and innovative marketing of the College within the local community.
- Oversee the collection of professional photographic records of College life for promotional material
- Promote the College by identifying opportunities, and formulating and circulating appropriate publicity material, including media releases
- Prepare public relations and school promotional activities and/or materials, including for primary school/kindergarten/childcare centres
- Source College marketing merchandise and related resources
- Stay informed on and involved in educational marketing trends and networks.

### **PUBLICATIONS & COMMUNICATION**

- Manage, maintain and update the College's external communications channels, such as the St Bede's College website, social media and personalised emails with a view to promoting two-way communication and engagement with parents, students, Alumni and key stakeholders. Provide quarterly reports on the effectiveness of these tools
- Produce official publications (print and electronic) to parents and the community, including:
  - College Newsletter and associated information bulletins;
  - Prospectus and associated information documents e.g., New parents' handbook, Co-curricular program flyer, subject selection evenings, in collaboration with staff members providing that information
  - College Journal
  - Other publicity materials
- Develop, maintain and provide to staff a style guide and templates for staff use
- Adhere to and promote, internally and externally, the use of the College Style Guide to ensure consistent branding across all College documentation, publications and signage
- Be the point of contact for the provision of material such as photographs as agreed, for relevant external organisations
- Be a point of contact between the media and the Principal and support as required

### **COMMUNITY EVENTS**

- Liaise with various organisations within and outside the College, including parishes, schools and local community groups in relation to providing enrolment and promotional information including College newsletter
- Assist with Principal and College Tours in collaboration with the Enrolment Officer
- Promotional significant events or initiatives as may arise whilst displaying discretion and tact in relation to student College media permissions
- Provide promotional advice and public relations support to staff responsible for specific events, such as the Speech Night, Music Concert, Mission Action Day.
- Attend school events, as directed by the Principal

**OTHER**

- Prepare and monitor the marketing budget
- Perform any other duties as required from time to time by the Principal
- Comply with all relevant policies and procedures.
- Answer phone, work in first aid, assist with administrative tasks as required and directed by Business Manager

This position incorporates some work outside normal hours

This role comes under the School Officer Category C (7 weeks leave per year) of the CECV and will be remunerated within the level matched according to previous experience and training.