



Presbyterian Ladies' College

MELBOURNE

Position Description

Position:	Marketing Coordinator
Position Status:	Part-time 0.6, ongoing
Classification:	Level 6, in accordance with the Presbyterian Ladies' College General Staff Agreement 2019-2021
Annual Leave:	5-8 weeks' annual leave to be taken during term-time breaks (this includes a mandatory shut down period over Christmas and New Year as well as College shut down days)
Reports to:	Director of Development. All positions in the College ultimately report to the Principal.

Presbyterian Ladies' College

Presbyterian Ladies' College (PLC) Melbourne is a leading ELC-Year 12 Christian independent school for girls offering both the VCE and International Baccalaureate. PLC has an outstanding academic tradition, an international focus and strong pastoral and co-curricular programs focusing on encouraging leadership, service and life-long personal development and learning.

PLC seeks to appoint staff who are passionate about education, with the highest professional skills who will actively support the Christian teachings and ethos of the College, and possess a willingness to make a positive difference to the lives of PLC students. This will be visibly demonstrated through their behaviours, attitudes and role-modelling of the four PLC values: truth and excellence, character and integrity, service, care and respect. All staff must also commit to a culture that supports and embraces Child Safe Standards.

Context of the Role

Members of staff in the College will also be aligned to the College's goals, as set out in the strategic plan.

Position Overview

The Marketing Coordinator is responsible for designing and implementing print and digital campaigns including advertisements, videos, social tiles, graphics and other media as required. The position has a strong digital focus. The role is responsible for planning, scheduling, implementing and evaluating digital initiatives in order to achieve the marketing and brand requirements of the College. The role is responsible

for undertaking the day-to-day photo requirements of the College, coordinating external photo service provision where required and managing the College's extensive photo database.

Key Responsibilities:

Examples of duties include but are not limited to:

Operations

- work closely with the Director of Development and external agencies to drive an effective and integrated digital strategy across all platforms
- help refine the digital marketing mix in line with key objectives and budgets
- maintain, monitor and support the integration of the College's online presence, including website, intranet, social media platforms and all other digital engagement points
- coordinate content and ensure functionality, optimisation and accuracy of the College's website
- create, develop and publish content across all platforms in support of the College's marketing, strategic and stakeholder objectives
- coordinate the College's social media presence and communities across digital and social networks
- undertake, record and manage the photographic requirements of the College including the online photo database as well as liaising with and supporting the AV Department's output of video content

Organisation

- manage their own workflow in an efficient and effective manner
- contribute to and help support, where required, a broad range of school activities and have the flexibility to attend after-hours events and commitments as required
- attend staff meetings and staff professional development days as directed
- ensure the confidentiality and privacy of members of the College community is respected
- comply with all relevant legislation, and policies and procedures which may be amended from time to time
- undertake all rostered duties

Administration

- support and help maintain the database for alumni and related groups, including events, donations and all communications requirements
- assist with, answer and help manage internal and external enquiries to the Development Office
- assist with and help manage all other internal phone, print, mailing and other requirements of the Development Office as and when required
- help produce marketing and event collateral and communications in support of College and alumni events

Other Duties

- All other duties as directed by the Director of Development in support of the work and functioning of the Development Office

Knowledge, Skills and Experience:

- sound understanding of internet marketing specifically online advertising and its interrelationship with social media and website development
- key knowledge and use of social media within the digital marketing landscape
- competence in HTML programming, as well as experience managing web content using popular Content Management Systems such as WordPress, Joomla or Drupal
- excellent written and verbal communication skills with the ability to write high quality marketing copy
- high level skills in the Microsoft Office Suite
- working knowledge of Adobe Suite products, including InDesign and Photoshop
- proficient in database management (Synergetic an advantage)
- sound skills in photography, photo and video production and editing
- demonstrated experience in maintaining standards within a brand strategy and framework
- ability to develop, nurture and manage positive working relationships and deliver excellent client service with both internal and external clients
- actively support the College's mission, values and goals in all dealings with members of the school family and wider community

Key Attributes:

- excellent organisational, planning and time management skills with an ability to prioritise workloads, work to timelines/tight deadlines with a customer-facing focus and manage a range of concurrent and competing activities
- ability to work in a warm, collaborative manner, with an adaptable and flexible work ethic, and a good understanding of the complex and evolving nature of schools
- a warm, positive and considerate manner
- a commitment to ongoing professional learning and growth in skills
- a commitment to the continual upgrade of personal skills and qualifications

Qualifications / Registrations / Certifications:

- Tertiary qualifications in a communications or marketing discipline
- At least 3 years' experience in a marketing coordinator role, with digital focus
- Maintain current certification and training as required
- Current Working with Children Check (Employee), essential

Key Relationships:

- Director of Development
- Communications Specialist
- Graphic Designer
- Events and Community Engagement Officer

- Teachers and Staff

Additional Information Relating to the Position

We provide a challenging, stimulating and nurturing Christian environment that is dedicated to the learning and development of the whole person – academic, emotional, social, creative, physical and spiritual.

We value:

- learning that is inspired by faith
- endeavour that enables the achievement of excellence
- service that defines leadership

We seek to promote the development of staff and students who exhibit the following attributes:

- *Scholar*: a confident and engaged person with an inquiring mind who takes responsibility for their learning
- *Thinker*: a creative, reflective and adaptive person who uses their intelligence to serve for greater good
- *Citizen*: a thoughtful, kind, and open-minded person with an informed world view, a well-developed social conscience and a sense of justice that is grounded in the values of Christian faith
- *Advocate*: a passionate person with a strong sense of agency who affects society and those around them in positive ways
- *Leader*: an articulate, capable and responsible person of integrity who works collaboratively, has a heart for service and uses their education to make the world a better place

All staff commit to:

- the Christian Ethos of the College
- Child Safety
- the Values and Behaviours of the College
- College policies, Staff Code of Conduct and legislative requirements
- Health, Safety and Wellbeing

Child Safety Commitment

All students who attend Presbyterian Ladies' College Melbourne (PLC) have a right to feel and to be safe. The wellbeing and safety of all students in our care is our first priority and we have zero tolerance to child abuse. The protection of students is the responsibility of everyone who is employed at, or is engaged by, PLC in child-connected work. To ensure the safety and best interests of all students, we take into account the needs of those with an Aboriginal or Torres Strait Islander heritage, those from culturally and / or linguistically diverse backgrounds, and those with a disability.

Staff Obligation to Child Safety

All staff at Presbyterian Ladies' College Melbourne (PLC) take an active role, and are well informed of their obligations in relation to Child Safety under Ministerial Order No. 870 *Child Safe Standards*. The PLC Child

Safety Commitment is incorporated into the School's employment cycle from recruitment and reference checking, to induction and a commitment to regular Professional Learning. All staff at PLC are required to sign a statement that they have read, understood and agree to abide by the PLC Child Safety Policy and the PLC Child Safety Staff Code of Conduct.

In attending to Child Safety all staff must:

- provide a safe and welcoming environment for all PLC students and any young people who visit PLC to engage in PLC approved activities
- promote the safety and wellbeing of children and young people to whom PLC provides services
- ensure that all interactions with students are positive and safe
- provide adequate care and supervision of all students, not only on the campus but whenever students are involved in PLC approved activities
- act as a positive role model at all times for students
- report any suspicions, concerns, allegations or disclosures of alleged abuse to a Child Safety Officer
- maintain valid VIT or WWCC (Employee) documentation
- report to the Principal any criminal charges or convictions received during the course of employment or volunteering that may indicate a possible risk to children and young people, including any such charges or convictions prior to employment

Health, Safety and Wellbeing Commitment

Presbyterian Ladies' College (PLC) is committed to providing a safe workplace and learning environment that supports and enhances the health and wellbeing for students, staff, contractors, visitors and volunteers.

PLC will provide and maintain a working environment that is safe and free of risks to health so far as is reasonably practicable, comply with OHS Legislation as a minimum standard, strive to fully integrate health and safety in to all aspects of College activities, establish a leader-led positive safety culture, and continuously promote and improve its health and safety practices.

In attending to Health, Safety and Wellbeing all staff must:

- participate in OHS related induction and training
- adhere to Presbyterian Ladies' College's OHS policies and procedures
- comply with instructions given for the health and safety of themselves and of others, and adhere to safe work procedures
- actively participate in the development of risk assessment and / or job safety analysis, identifying, assessing and controlling hazards
- report all hazards, injuries, incidents and near misses via Wyse
- assist with workplace inspections
- cooperate with management in its fulfilment of its OHS legislative objectives
- take reasonable care to ensure their own health and safety and that of others, and to abide by their duty of care provided for in the legislation

Policy and Compliance Commitment

Staff Obligation to Privacy

All PLC staff gain access to private and confidential information in the course of their duties. PLC Staff are expected to share this information in a professional context within the PLC community. Any confidential information may not be shared with any person beyond those expectations.

In attending to policy and compliance all staff must:

- perform their duties in an ethical, lawful and safe manner, and adhere to the compliance obligations relevant to their position
- maintain current registrations and certifications, including compliance with standards and codes of conduct required by professional bodies
- participate in mandatory compliance training
- maintain a current knowledge of, and compliance with the College's policies
- report and escalate compliance concerns, issues and failures

All appointments of general staff are subject to a satisfactory National Police Check, at the expense of the employer.

Mrs Cheryl Penberthy

Principal

March 2022

The purpose of this position description is to provide a general overview of the key responsibilities of the position and is not intended to represent the entirety of the position nor is it intended to be all-inclusive.