

Role Description

POSITION

Communications Manager

REPORTS TO

Director of Marketing and Communications

ROLE PURPOSE

The Communications Manager is responsible for developing and implementing multi-channel communications and public relations strategies to support the School's strategic goals, particularly in respect of the School's profile.

The Communications Manager will develop innovative, engaging and best practice internal and external communication across print and digital media in order to ensure Meriden continues to maximise a strong market position and brand.

The position requires an excellent communicator with the ability to draw out stories from stakeholders at all levels and deliver messages across a range of channels.

KEY RESPONSIBILITIES

- Develop and implement multi-channel communications and public relations strategies that enhance the School's public profile and image
- Develop and leverage strong working relationships with key journalists across mainstream and local media
- Prepare media statements and press releases for approval by the Principal
- Plan, research and write stories for a variety of communication channels including media, website, social media, publications and newsletters
- Ensure the School's achievements, initiatives and values are effectively pitched to external and internal stakeholders including media
- Ensure messaging reflects the Christian ethos of the School and aligns with the School's strategic direction
- Maintain monthly tracking and analysis to report on social media traffic and mainstream publicity
- Contribute to brand and reputation risk management by monitoring mainstream and social media comments and trends and prepare appropriate action plans and responses
- Liaise with staff across the School to develop comprehensive editorial and social media calendars to facilitate a consistent flow of communication to target audiences
- Manage the profile of the School in online and printed school guides and listings
- Write copy for marketing materials such as the School Prospectus, brochures and website
- Coordinate video shoots for social media and other communication channels including concept development, script writing, art direction and execution
- Oversee photography shoots for social media, media releases and other communication channels

QUALIFICATIONS AND EXPERIENCE

- Tertiary qualification in Communications or Journalism

- Wide experience in communications or journalism with demonstrated capacity to deliver strong results
- Extensive experience and understanding of the media landscape, including social media channels and emerging digital opportunities
- Experience in writing for a variety of communication channels including mainstream and social media
- Broad experience in monitoring and applying continuous improvement to the development and delivery of communication plans and processes
- Wide-ranging experience working independently in a highly organised way, multi-tasking, prioritising, managing information and meeting deadlines
- Experience with content management systems in the delivery and maintenance of website and digital content.

SKILLS AND ATTRIBUTES

The Communications Manager will:

- fully embrace and support the Christian ethos of Meriden as an Independent Anglican School
- be loyal to the School and the Principal
- have highly developed written and oral communication skills, including an eye for detail
- have demonstrated ability to write compelling communication for print and online media
- have highly developed proof reading skills
- have advanced computer literacy across a range of applications including Microsoft Office and Adobe Creative Suite
- have the ability to prioritise tasks within the strategic framework and meet deadlines with minimal supervision
- have the ability to multi-task across multi jobs on tight deadlines
- have the ability to operate effectively in a collaborative team environment with an orientation towards 'rolling up their sleeves' and getting involved with issues as required
- have excellent interpersonal and customer service skills with the ability to establish rapport and work with staff at all levels of the organisation
- be self-motivated with a high level of organisational skills, initiative and innovation.

