

# Role Description

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## POSITION

Marketing and Communications Manager

## REPORTS TO

Director of Marketing and Communications

## ROLE PURPOSE

This role contributes to the development and implementation of marketing and communication initiatives to support the School's goals and strategic plan. The Marketing and Communications Manager will work across a range of communication channels including journalists, website presence, and digital and social media to deliver consistent messaging aligned to Meriden's brand and organisational values.

The role is responsible for training and managing two Marketing and Communications Officers.

From time to time, the role may require attendance at School events outside normal business hours.

## KEY RESPONSIBILITIES

- Manage the planning, preparation and distribution of the School's fortnightly newsletter including liaison with staff for news stories, taking and editing photos, editing and writing articles and uploading information to the online newsletter software system
- Research and write media releases and articles
- Manage media enquiries and prepare information for approval by the Principal
- Maintain monthly tracking and analysis to report on social media traffic and mainstream publicity
- Prepare monthly Communications Reports
- 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
- Manage the Meriden website including auditing and updating of content in liaison with departments across the School
- Prepare monthly reports on website analytics
- Oversee the School's social media campaigns including planning, development, scheduling and regular publication of posts on all agreed platforms
- Manage the Southend Tennis Centre website including regular updating of content
- Manage digital content for the School's intranet for parents, including liaison with internal stakeholders to gather information, editing and proof-reading
- Research and present ideas to increase school community engagement and satisfaction with the parents' intranet
- Prepare content for the School's digital noticeboard and manage the process for weekly uploading of messages
- Organise and oversee major photography shoots for the website and publications.
- Prepare an annual list of special events and concerts and book and brief photographers
- Manage photography requirements for school activities for social media and other purposes
- Contribute to the editing and proof-reading of school publications

- Ensure internal and external communications comply with the editorial style guide and branding guidelines, making recommendations for change as required
- Maintain a well-catalogued photographic and video library for promotional purposes
- Manage the SchoolBench photo identification system and train other staff members to use the system
- Plan, train and oversee the work of the Marketing and Communications Officers
- Participate and contribute to weekly Marketing and Communications meetings
- Perform other duties as they arise.

## **QUALIFICATIONS AND EXPERIENCE**

- Tertiary qualification in Communications, Journalism or related field
- Experience in communications with demonstrated capacity to deliver strong results
- 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
- Experience in monitoring and applying continuous improvement to the development and delivery of communication plans and processes
- 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
- Experience in using Photoshop and other editing systems.

## **SKILLS AND ATTRIBUTES**

The Marketing and Communications Manager will:

- fully embrace, and support and contribute to the Christian ethos of Meriden as an Independent Anglican School
- be loyal to the School and the Principal and publicly supportive of her decisions
- 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 multiple jobs on tight deadlines
- have strong customer service orientation
- 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.

