

Role Description

POSITION

Marketing and Communications Officer

REPORTS TO

Marketing and Communications Manager

ROLE PURPOSE

This role supports the Marketing and Communications team in the delivery and evaluation of marketing and communications campaigns and projects to promote the School's goals and strategic plan. The role works across a range of digital systems and communication channels to deliver consistent messaging aligned to Meriden's brand and organisational values.

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

KEY RESPONSIBILITIES

- Assist in the implementation of Marketing campaigns including the maintenance and preparation of EDM lists, collation of feedback and campaign analytics
 - Assist in the coordination and promotion of special marketing events such as Open Mornings
 - Coordinate electronic and print mail-outs
 - Update website and intranet content.
 - Assist the Marketing and Communications Manager in the production of the School's fortnightly e-Newsletter including liaison with staff for further information, preparing articles, photography and distribution
 - Assist in researching and gathering information for articles and media releases
 - Contribute to content planning and development for social media platforms
 - Prepare and upload social media posts weekly
 - Prepare and upload notices weekly for the School's digital noticeboard
 - Assist with scheduling and implementation of photography shoots for the website and publications
 - Take photos of school activities for social media and other purposes
 - Assist in the editing and proof-reading of school publications and newsletters
 - Adhere to the editorial style guide and branding guidelines
 - Contribute to the maintenance of a well-catalogued photographic and video library for promotional purposes
 - Regularly upload photos into the SchoolBench photo identification system
 - Assist in the continual improvement of systems and processes in the department
 - Participate and contribute to weekly Marketing and Communications meetings
- Perform administrative and other duties as required.

QUALIFICATIONS AND EXPERIENCE

- Tertiary qualification in Communications, Marketing or related field.
- Experience with content management systems in the delivery and maintenance of website and e-newsletters.
- Experience and familiarity with the digital landscape including social media.
- Experience in writing and editing articles and reports.

SKILLS AND ATTRIBUTES

The Marketing and Communications Officer will:

- have excellent written and oral communication skills, including an eye for detail
- have advanced computer literacy across a range of applications including Microsoft Office and Adobe Creative Suite
- have the ability to prioritise tasks and meet deadlines
- have the ability to multi-task across multi 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
- fully embrace, 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.

