

Role Description

Director of Marketing and Communications

Reports to

The Director of Marketing and Communications reports to the Head of Operations and will work closely with the Principal.

Position: Permanent Full-time

Role Purpose

This role offers an exciting opportunity to lead and manage the marketing and communications functions at Meriden. This role is instrumental in developing and implementing a comprehensive marketing and communications strategy that enhances the School's image and reputation, ensuring consistent and compelling messaging across all platforms, and importantly, ensuring that the overall messaging supports and promotes the Christian ethos of Meriden.

The Director of Marketing and Communications will lead the strategic development and execution of advanced, data-driven digital recruitment and engagement strategies that optimise the enrolment pipeline, strengthen Meriden's digital presence, and enhance the School's education brand across all channels.. The position is also responsible for the delivery and implementation of an ambitious annual program of events that support the strategic objectives of Meriden.

Responsibilities

Brand and Reputation Management

- Develop and implement a brand strategy and identity that aligns with the School's vision and strategic priorities.
- Ensure key messaging is consistent across all mediums and platforms and reflects Meriden's values; continued academic, music and sporting excellence; while building Christian and holistic development values in support.
- Serve as the primary contact for media inquiries and manage crisis communications as necessary.
- Maintain and update the School's Style Guide and ensure compliance across all print and electronic materials.

Marketing and Communications

- Develop, implement, and measure the success of the School's marketing plan to enhance its image and position.
- Implement data-driven marketing strategies to enhance the Meriden education brand through digital channels.
- Develop and execute a comprehensive marketing analytics strategy, including defining key performance indicators (KPIs), establishing benchmarks, and creating a framework for measuring the effectiveness of all marketing initiatives.
- Be responsible for the editorial direction, design, production, and distribution of the School's publications and promotional materials.
- Manage and oversee the School's website, social media, and online presence and all communications to align with the Christian foundation of the School and promote Meriden's ethos statement to prospective families, future students, current students and staff.
- Partner with HR and the school leadership team to articulate Meriden's Employee Value Proposition (EVP) and bring to life on LinkedIn.
- Embed customer journey aligned content and campaigns tailored to all stages on the journey map, and build a strategy for reaching developing segments, such as non-English speakers and Gen Y and Millennial parents.

Enrolments and Student Recruitment

- Set clear sales objectives, tracking performance against key metrics, and fostering a collaborative, goal-oriented culture.
- Directly lead and manage the Registrar and Enrolments teams to ensure a strong and consistent school presence across local, regional, national, and international markets.
- Oversee the development and implementation of data-driven digital recruitment strategies and campaigns. This includes leveraging digital tools and platforms to identify and engage with prospective families, manage the enrolment pipeline, and analyse data to optimise outcomes.
- Serve as the primary leader to continually map, review and optimise the prospective student and family experience across all touchpoints. This includes developing digital and in-person experiences that compellingly showcase a Meriden education, effectively foster interest in enrolment and build critical engagement with the school community.

Event Management

- Work with the school's leadership team and peers to define an annual events program to support key strategic goals, such as student recruitment, alumni engagement, community building, fundraising, and promoting the Meriden's values and education programs.
- Manage and continually develop an annual event calendar for showcases and exhibitions, community celebrations, community engagement and thought leadership.
- Ensure that a consistent and compelling brand identity, that aligns with the school's overall marketing strategy, is incorporated in event branding and messaging to resonate with the target audience for each event.

Leadership and Engagement

- Develop and manage relationships with a wide range of internal and external stakeholders to support their communication needs.
- Proactively and collaboratively build, manage, and communicate an annual school-wide calendar of events, communications, and marketing activities.
- Lead, train and mentor the marketing and communications team, on the use of analytics tools and data-driven decision-making to foster a culture of accountability and continuous improvement within the department, ensuring effective use of resources and timely delivery of outputs.
- Collaborate closely with the Director of Projects and the Director of Advancement and Alumnae to coordinate messaging, data collection, and information sharing.
- Design and oversee the creation of dashboards and reports to ensure that marketing performance data is easily accessible, understandable, and actionable for both the marketing team and key stakeholders, including School Council.
- Represent Meriden in the Education sector and contribute to sectoral leadership in the areas of marketing, communication and recruitment.
- Develop and contribute to opportunities for Meriden to advocate and promote the benefits of an all-girls' education and contribute to the national discussion on single-sex education.

Experience, Skills and Qualifications

- Tertiary qualifications in communications, marketing, PR, or a similar field.
- A minimum of five years' experience in a senior communications, marketing, or public relations role.
- Experience in data-driven strategic thinking and platforms. Track record of implementing CRM and enrolment analytics systems to inform marketing decisions, and the ability to interpret and utilise analytics and data from various sources.
- Experience marketing to culturally and linguistically diverse (CALD) communities

- Collaborative Teamwork: Proven ability to work as part of a team, building strong, positive relationships with internal and external stakeholders. This includes demonstrating initiative and discretion while handling sensitive and confidential information with a high degree of flexibility.
- Exceptional Communication: The ability to articulate complex information clearly and persuasively, both verbally and in writing. This includes a track record of producing engaging and compelling copy for diverse audiences and platforms, ensuring messages resonate effectively.
- High-level organisational and time management skills with the ability to work to tight deadlines and under pressure. Flexibility to work evenings and weekends when required.
- Embracing Christian Ethos: A demonstrated commitment to fully embrace and support the Christian ethos of Meriden. This includes being a practising Christian, being a willing to embody the school's Christian values in all professional duties and interactions and ensuring alignment with the School's Anglican and Christian faith.
- Loyalty and Discretion: An unwavering loyalty to the School and the Principal, exercising a high degree of discretion in all matters. This involves maintaining the strictest confidentiality and acting as a trusted representative of the school's leadership.
- A firm commitment to safeguarding and promoting the welfare of children and an understanding of child safety.