

Role Description

Marketing and Communications Officer

Reports to

Director of Marketing and Communications

Status: Permanent Full time

Role Purpose

The Marketing and Communications Officer will contribute to the coordination of marketing and communications initiatives to deliver high-impact campaigns and projects that advance the School's strategic goals and strengthen its brand reputation. The role will develop and execute content across digital platforms, publications, events and internal communication channels, ensuring consistent, high-quality and Faith-centred messaging that reflects best practice and professional expertise.

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

Responsibilities

- Contribute to the School's digital strategy in collaboration with the Marketing team
- Lead social media campaign planning, including development, scheduling and publication across all agreed platforms
- Monitor and enhance the School's online presence to strengthen brand reputation
- Deliver platform-specific content aligned to strategy and the publishing calendar
- Contribute to digital advertising activity to support campaign objectives
- Develop and write storytelling content for School publications by gathering stories, interviewing staff and students, and crafting engaging written pieces that highlight School life and achievements
- Contribute to the production of the School's fortnightly e-Newsletter - planning, preparation and distribution, including liaison with staff for news stories, taking and editing photos, editing and writing articles and uploading information to the online newsletter software system
- Ensure consistent key messaging and Faith-centred voice across all platforms, reflecting Meriden's values, commitment to academic, music and sporting excellence, and the School's Christian and holistic development focus
- Assist in researching and gathering information for articles and media releases
- Prepare analytics reports on website and social media performance for regular posting and advertising campaigns
- Collaborate to develop the scheduling and implementation of annual photography and videography shoots for marketing purposes
- Take photos of school activities for social media and other purposes
- Coordinate electronic and print mail-outs
- 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
- Assist when required in the organisation and execution of a portfolio of events and functions for the School
- Participate and contribute to weekly Marketing and Communications meetings.

Qualifications

- Tertiary qualification in Communications, Marketing or related field with a minimum of five years' experience
- Current Working with Children Check
- Carry out duties in line with current WHS practices

Other Skills and Attributes:

- Excellent communication skills
- 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 and meet deadlines with minimal supervision
- Demonstrate 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
- A high level of organisational skills and initiative
- Collaborative team player
- A willingness to embrace and enhance the Christian ethos and practice of Meriden, as an independent Anglican School for girls. A practicing Christian who attends a bible-based church
- Loyal to the Principal and publicly supportive of her decisions.