



Guildford Grammar School

## POSITION DESCRIPTION

<b>Position Title:</b>	Head of Marketing and Communications
<b>Date established:</b>	April 2024
<b>Reports to:</b>	Director of Community and Sustainability

### POSITION OVERVIEW

The Head of Marketing and Communications holds a pivotal position within Guildford Grammar School, driving its strategic direction through dynamic marketing, advertising, and communication strategies aimed at achieving crucial enrolment targets. With a focus on cultivating and safeguarding the School's brand identity and media presence, this role oversees the development and execution of marketing campaigns aligned with our Vision and Values, and the coordination of internal and external communications, publication management.

Reporting to the Director of Community and Sustainability, the Head of Marketing and Communications is tasked with crafting, coordinating, and implementing comprehensive marketing, advertising, and communication strategies to uphold the School's prominent regional, state, and national standing as a leader in education. A key emphasis is placed on leveraging our strong digital footprint to enhance our outreach efforts.

Within this framework, the Head of Marketing and Communications oversees the roles of the Digital Content Producer and Graphic Designer, working in synergy with the broader Community Relations Team. As a valued member of the Community Relations Team, you'll also find ample opportunities to support and be supported by your colleagues, ensuring mutual success even during our busiest periods. In this role, you will be instrumental in propelling our school toward new heights of success. This position is about actively engaging with our tight-knit community, fostering connections, and collaborating to shape our collective future.

## REQUIRED COMPETENCIES AND SKILLS

### Education and training

- Bachelor's degree in Marketing, Communications, Public Relations, or related field.
- Proven experience in a similar role, preferably within the education sector.

### Competencies and Skills

- Familiarity with digital marketing tools and platforms.
- Proficiency in Microsoft Office Suite and content management systems.
- Experience with media relations, publication management, and campaign management.
- Knowledge of ethical and legal considerations in marketing and communications.
- Proficient in writing and communicating across diverse audiences and media channels.
- Experience in data analysis and utilising that data to make marketing decisions.

### Personal Attributes & Values

- Commitment to the Purpose and Values of the School and the Anglican tradition.
- Strong initiative and organisational skills with a focus on meeting deadlines.
- Excellent communication and interpersonal skills for building positive relationships.
- Ability to conceptualise, analyse, and research appropriate solutions.
- Rapport-building abilities with students, parents, and the broader School community.
- Strong work ethic with a drive for continuous improvement.
- Active participation in the School's performance appraisal process.
- Adherence to the School's Child Safe and Child Safe Reporting Policy, with a commitment to maintaining contemporary knowledge and acting in accordance with the Policy.

## KEY RESPONSIBILITIES AND TASKS

These include, but are not limited to:

### Marketing and Advertising

- Develop and implement marketing, digital marketing, advertising, and public relations programs consistent with the School's Strategic Plan.
- Deploy data-driven marketing strategies across various channels, including face-to-face, online, direct mail, video and social media.
- Oversee school marketing campaigns, analysing effectiveness and identifying areas for improvement, and refining strategies to optimise engagement and enrolment growth.

- Utilise market intelligence to identify new marketing opportunities and initiatives.
- Collaborate with internal stakeholders and external providers to create promotional material and advertising campaigns.
- Promote upcoming events through targeted email campaigns.

## Media

- Collaborate with the wider Community Relations team and stakeholders, proposing innovative ideas to enhance media presence.
- Develop and lead the execution of the media plan, generating opportunities for media coverage.
- Manage the School's online presence, including the ongoing development and maintenance of the website and social media platforms.
- In collaboration with the Digital Content Producer, oversee the School's social media platforms, including but not limited to Facebook and Twitter, LinkedIn and Instagram to create, manage and develop strategy and planned content.
- Assist in the production of promotional material, liaising with graphic designers, printers and photographers.
- Cultivate relationships with local, national, and international media outlets.
- Craft various forms of communication, including media messages, articles, press releases, and presentations to align with the School's objectives.

## Publications

- Work closely with staff and students to write, develop and deliver School publications, which includes writing articles, editing, and liaising with designers and printers ensuring timely delivery and adherence to brand standards.
- Ensure all publication standards reflect the brand image and positioning of the School. The school publications include, but are not limited to; The Annual Report, Forward magazine, Swan Yearbook and other publications.
- Arrange for interviews with personnel for print and broadcast media and for special events.

## Communications

- In conjunction with the Director of Community and Sustainability, coordinate internal and external communications through diverse media channels.
- Plan and implement communication activities to promote the School's reputation as an educational leader.

- Utilise data and business intelligence to evaluate communication strategies and enhance audience engagement.
- Ensure alignment of communications with the School's strategic direction and initiatives.
- Foster positive relationships with key stakeholders, including prospective families, staff, alumni, and the community.

## Other

- Work as part of the wider Community Relations Team, collaborating closely with colleagues within the team, and the wider staff.
- Advocate for staff within the team to ensure engagement from the wider staff, student and parent community.
- Participate in relevant School and industry functions and events to keep on top of trends and best practise.
- Support philanthropy strategies and initiatives.
- Contribute to the development, implementation, and monitoring of marketing, privacy, and communication policies and procedures.
- Cultivate positive relationships with individuals, businesses, and community organisations supporting the School.
- Flexibility to work evenings, holidays, or weekends as required for deadlines and special events.

**This position description is intended as a guideline to illustrate the main job responsibilities. It is not intended to be an exhaustive list and may change within the scope of the role at the Manager's discretion. Employees may also be required to undertake other reasonable duties as directed.**