



# Carmel School

FAITH & KNOWLEDGE

## Marketing and Communications Coordinator

### Position Description

#### Organisation Overview

Carmel School is a vibrant Jewish day school, and one of Perth's highest performing Kindy – Year 12 schools. Located in Dianella, our student body comprises close to 500 students and we have just over 100 staff employed. Following the successful appointment of a new Head of Marketing and Communications, and the completion of the Carmel School Strategic Plan in 2016, the School is now seeking to fill the new role of Marketing and Communications Coordinator to join the existing team and support the activities and initiatives in this area of strategic importance to the School. Our expectation is that staff will maintain the School's high standards and strive to achieve excellence in all that they do.

#### Position Overview

Reporting to the Head of Marketing and Communications, the Marketing and Communications Coordinator will work across the School and is responsible for identifying and utilising marketing, communications, media and public relations opportunities to raise our profile and promote Carmel School to identified stakeholders. Consistency of our key messaging and promotion of our brand will be paramount, as will be growing our digital platforms. The successful applicant will need to plan, create, repurpose and distribute content in external and internal communications, both hard copy and online, as well as maintain our social media platforms and website. This position will, together with other team members, also be responsible for evaluating the effectiveness of our communications activities.

This Position Description attempts to capture duties indicative of the day to day role of the Marketing and Communications Coordinator. Given the dynamic nature of the School environment, Carmel School reserves the right to alter roles and responsibilities to suit the leadership and management requirements at any point in time.

## Requirements

This position is offered at 0.5FTE. Hours are flexible and will be negotiated with the successful applicant. This position would suit a working parent, or a candidate who seeks to combine this role with other consultancy work. It is expected that occasionally functions and promotions will require after hours attendance and some weekend work.

This position involves working with children. The appointment of a successful applicant will be subject to satisfactory employment screening for child related employment in accordance with the law.

- Hold a Working with Children Check

## Key Responsibilities and Duties

### 1. Marketing

- Work with the Head of Marketing and Communications to implement marketing campaigns.
- Participate in the planning and operation of the media (traditional and social) and public relations functions in the School, including implementing and maintaining a content calendar.
- Support the implementation of promotional events for identified stakeholder groups, including existing and prospective families and alumni.
- Identify opportunities to promote Carmel School to the current and prospective school community, both locally, nationally and internationally through a range of marketing activities, and, on occasions, represent the school at such events.
- Support the implementation of relevant market research on the quality of the School's current practices and future marketing opportunities.
- Coordinate the annual School marketing photo shoot.

### 2. Public Relations

- Create a favourable image for the School in the broad community
- Manage the use of the Carmel brand across all School and external applications, including the use of photography, video and social media
- Lead School Tours for prospective parents in conjunction with and in the absence of Head of Marketing and Communications
- Prepare communications material as requested
- Establish and maintain relationships with key stakeholder groups (parent support groups, media, Dorot Carmel Alumni group)
- Manage media contact and liaison through fielding media questions, conducting staff and student interviews and pitching stories to the media
- Support the protection of the School's reputation in managing communication of issues including critical incident management

- Represent the School at relevant events as requested
- Assist the Head of Marketing and Communications in engaging all Carmel staff and students in communications and marketing initiatives.

### 3. Communications

Work collaboratively with the necessary internal staff and School partners to:

- Develop content for, and support the production of school publications, including the Yearbook and the weekly e-newsletter
- Build relationships with teachers and the wider school community to source content.
- Take photos and video to create content and maintain a library of school images.
- Create PowerPoint photo displays for reception foyers and events.
- Manage website content and oversee coordination of social media activities.
- Draft publications as required.

### 4. Other Duties

- Provide support for the School photo days.
- Photography of School activities, for promotional purposes.
- Assistance with events.
- Other duties as required by the Head of Marketing and Communications.

### Skills, Abilities and Personal Attributes

- Support the School's Vision, Purpose and Values
- Understanding of brand positioning, marketing and communications principles
- Proven experience in content creation, content calendar management, content repurposing and distribution
- Possess excellent written communication skills
- Experience in digital marketing campaigns
- Proven experience in maintaining social media platforms and websites
- Experience in writing content for a wide range of communications with advanced proof reading and editing skills.
- Proven ability to work collaboratively and energetically within a dynamic organization
- Possess self-motivation, creative endeavour and a willingness to accept responsibility
- Be proactive/show initiative
- High level of professional presentation and manner
- Capable photographer with some videography skills or enthusiasm and ability to develop them
- Effective relationship building and communication skills (both oral and written) and the ability to engage positively at all levels across the School

- Ability to juggle multiple tasks and use initiative to adapt to various situations in a timely manner
- Flexibility and the ability to adapt and operate effectively in a changing environment
- Experience in education and/or non-profit environment desirable

*Carmel School is an Orthodox Jewish Day School. Applicants are not required to be Jewish, however should be supportive of the values and ethos of the Jewish faith*