



# CAMBERWELL

## GRAMMAR SCHOOL

### **POSITION DESCRIPTION**

### **MARKETING AND COMMUNICATIONS COORDINATOR**

## CAMBERWELL GRAMMAR SCHOOL POSITION DESCRIPTION

<b>Position:</b>	Marketing and Communications Coordinator
<b>Reports to:</b>	Acting Marketing & Communications Manager
<b>Type of position:</b>	Fixed Term Contract – part time 3 days a week (11 January to 3 December 2021)
<b>Date prepared:</b>	October 2020

### SCHOOL MOTTO

*Spectemur Agendo* which means, 'by our deeds may we be known'.

### CGS VALUES

*Learning, Respect, Integrity, Courage, Optimism*

### POSITION OVERVIEW

---

The Marketing and Communications Coordinator role is to assist with the planning and production of school publications, maintain our online presence and liaising with staff members on design needs and brand usage.

#### Key Responsibilities

- Provide support to staff for InDesign templates and maintaining correct brand usage
- In conjunction with the Acting Marketing and Communications Manager, plan and proof content for key school publications; Spectemur and Grammarian
- Produce miscellaneous publications such as AGM booklets, flyers, invites, Gallery of Achievement book, school handbooks etc.
- Support the Acting Marketing and Communications Manager in the planning and implementation of content across social media channels, website, digital marketing and internal communications platform 'DEEDS'
- Provide general support to the Acting Marketing and Communications Manager
- Attend events for photography needs

#### Other Duties

- Perform various other duties as required

### KEY RELATIONSHIPS & AUTHORITY

---

#### Internal

- Acting Marketing and Communications Manager
- Director of Community and Development
- Head of Admissions
- Headmaster
- Support and Teaching staff
- Community and Development Team

#### External

- Fuji Xerox Design Melbourne Team
- Finsbury Green Printing Team
- Simon Swingler (Designer)

## **Direct Reports**

- N/A

## **Expenditure Authority**

- Authority to incur School expenditure in line with approved authority limits

## **POSITION REQUIREMENTS**

---

### **Knowledge & Skills**

- Relevant experience (1+ years) in a similar role - essential
- Highly developed IT skills, including Microsoft Office Professional and Adobe Suite – InDesign, Photoshop, website management/updates, etc. - essential
- Demonstrated outstanding writing, editing and proof-reading skills - essential
- A strong understanding of social media and the digital marketing landscape - essential
- Demonstrated ability to adapt content for various mediums and audiences - essential
- Ability to work under pressure to juggling multiple tasks and competing deadlines in a busy, fast-paced environment
- Exceptional communication skills, both written and verbal - essential
- Strong planning / organisational skills

### **Qualifications**

- Completed or studying towards a relevant tertiary qualification (e.g. Marketing / Public Relations / Communications)
- Working with Children Check
- Police Check

### **Competencies, Behaviours & Attributes**

- Exceptional attention to detail – essential
- Exceptional client service skills
- Ability to take initiative within prescribed limits
- Ability to interact with people with tact and diplomacy
- Demonstrated ability to build relationships with a variety of stakeholders
- Ability to work autonomously and as part of a team
- Ensure adherence to all School policies, procedures and the organisational goals, values and principles
- Always ensure the appropriate care and use of School assets and equipment
- Positively demonstrate CGS's workplace values

### **Child Safe Standards**

Camberwell Grammar School is fully committed to ensuring the safety of all children and young people in our school environment and outside of school hours.

We are committed to ensuring that all those engaged in our school promote the fundamental right of children and young people to be respected and nurtured in a safe school environment.

We have zero tolerance of child abuse and expect all of our staff to:

- Be aware of, understand and comply with the School's Child Safety Policy and Code of Conduct, including the Child Safe Standards, and demonstrate behaviours in accordance with these;
- Complete all required Child Protection training prior to beginning at the School;
- Participate in regular training and professional development in Child Safety;
- Respond according to the School's policies and procedures when interacting with children, taking all allegations and concerns very seriously;

- Be committed to providing a safe environment for all children, promoting physical, emotional and cultural safety.

### Declaration

I, \_\_\_\_\_ (full name) acknowledge that I have read and understand the **Marketing & Communications Coordinator** POSITION DESCRIPTION

**Employee Name (print):** \_\_\_\_\_

**Employee Signature:** \_\_\_\_\_ **Date:** \_\_\_\_\_

This Position Description is approved by:

**Manager Name (print):** \_\_\_\_\_

**Manager Signature:** \_\_\_\_\_ **Date:** \_\_\_\_\_

**HR Manager Name (print):** \_\_\_\_\_

**HR Manager Signature:** \_\_\_\_\_ **Date:** \_\_\_\_\_