

DIRECTOR OF MARKETING AND COMMUNICATIONS

Position Title	Director of Marketing and Communications
Reporting to	Principal
Direct Reports	Enrolments Manager Marketing & Communications Content Creator Marketing & Communications Administrator
School Values	Respectful Relationships Responsible Citizen Adventurous Learner A True and Courageous Self

Wilderness School is a non-denominational girl’s school educating students from Early Learning Centre through to Year 12. Since 1884, Wilderness School has prepared girls to be adventurous, courageous, responsible, and respectful learners and leaders. The legacy of our Founders, the Misses Browns, continues today and is a rich and integral part of our school culture.

Staff members at Wilderness School are required to uphold our values and the reputation of our school and community by:

- Conducting their relationships with respect and kindness
- Demonstrating high behavioural, moral, ethical and professional work standards
- Working together to successfully manage change

At Wilderness School, we have a shared definition of leadership and are committed to the growth of others. We are:

- Respectful leaders who demonstrate kindness and empathy and form healthy fulfilling relationships with others, honouring their dignity.
- Responsible leaders who are trustworthy and reliable. We understand others’ rights and act with integrity, matching our purposes with congruent actions and words.
- Adventurous leaders who are reflective, self-authoring, values driven and purposeful.
- True and courageous leaders who are agents of growth and change. We are committed to the ongoing growth of our leadership and team members.

Role Purpose:

The Director of Communications and Marketing is a member of the Senior Leadership Team accountable for the development and implementation of all communication and marketing activities at a strategic and operational level. This role works collaboratively with senior leadership to provide marketing and communications advice and support in order to promote Wilderness School within the marketplace and enhance the School’s reputation and standing.

Key Areas of Responsibility:

- In consultation with the Principal develop and implement a marketing and communications strategy and operating model (including a 12 month rolling plan) that underpins the Wilderness School Strategic Plan.
- Identify, develop and maintain strong relationships with stakeholders to achieve high quality outcomes.
- Develop and oversee digital marketing strategies, including website management – keeping up to date with industry trends to leverage emerging digital platforms maximising reach and engagement.
- Provide regular reports demonstrating performance outcomes and undertake a detailed review annually to determine future initiatives and priorities in line with the School’s strategic direction.

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- Ensure compliance with the SA Privacy Act as it pertains to the scope of the position.
- Continually review and integrate best practice including trends/research in the sector.

Marketing
<ul style="list-style-type: none">• In consultation with the Principal develop and implement a marketing plan and associated budget.• Oversee the development and maintenance of the School's brand identity, ensuring consistency across all marketing and communication channels. This includes managing brand guidelines, visual assets, and messaging to maintain a strong and cohesive brand image.• Develop and implement internal communication strategies to ensure consistent messaging and alignment across the school.• Coordinate promotional strategies including advertising, events and materials to promote the School in all its various elements.• Design and publication of all promotional materials.
Public Relations
<ul style="list-style-type: none">• Establish and maintain relationships with the media to optimise media coverage and build positive brand reputation.• Manage press releases, media inquiries, and crisis communications.• Protect the School's reputation in managing communication of issues.• Establish and maintain strong relationships with key stakeholder groups (parents, media, Old Scholars' Association, Parents & Friends Association, etc).
Publications and Digital Media
<ul style="list-style-type: none">• Produce School publications including writing articles, editing, content copy, proof checking and liaising with external designers and printers, ensuring timely delivery and quality of publications.• Ensure all publication standards reflect the brand image and positioning of the School. School publications include, but are not limited to, the Annual School Magazine, Enrolments Information, Life in the Wilderness and Wilderness Times.• Manage the School's social media platforms, including but not limited to Facebook, Instagram, LinkedIn and Twitter, to create, manage, develop and plan content.• Manage the School's website, maximising the use of web-based technology for community engagement, communications, marketing and brand development content and oversee coordination of digital media activities.• Develop and maintain relationships with local, national and international media.
Enrolments
<ul style="list-style-type: none">• Ensure that the School is presented in a positive and welcoming manner.• Maintain and refine an effective enrolment procedure, consistent with the School's strategic intentions.• Manage policies, procedures and strategies to maximise the School's enrolments.• Oversee the running of admissions through close consultation with the Enrolments Manager.
Alumni, Community Groups and Events
<ul style="list-style-type: none">• In consultation with the Head of Advancement, support the Old Scholars' Association, Wilderness School Foundation, Rowing Club and other community groups and their activities.• Oversee all major internal school related events (i.e. Valedictory Dinner, Speech nights, Advent Service, Rowing season events etc.) and attend field days, shows and fairs.• Represent the School at relevant events as a member of the Senior Leadership Team and Head of Department.
Reporting and Performance
<ul style="list-style-type: none">• Regularly evaluate program outcomes reporting against planned and actual.• Ensure budgets are met by achieving set revenue targets and managing controllable costs/expenses.• Liaise with key internal and external stakeholders and ensure the information management system is current and accurately reflects communications.• Provide leadership and management of the team to ensure high level performance and outcomes.
Leadership
Share the Vision <ul style="list-style-type: none">• Model ownership of the Vision, Mission and Values of the School.• Work collaboratively with stakeholders. Influence Others

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- Encourage and inspire others through positive reaction to their suggestion and needs.
- Demonstrate self-organisation and a high degree of personal accountability.
- Provide appropriate data and information to facilitate discussion and support of ideas.
- Develop the team with an appropriate mix of skills and abilities to capitalise on the strengths of team members.
- Facilitate accountability, responsibility and ownership of staff for the goals and priorities of the School.

Use Judgment

- Make decisions in a timely fashion and support with reasoned argument.
- Change directions in response to new information.

Decision Making

- Take ownership of important decisions and engage others in the decision-making process.
- Demonstrate accountability, responsibility, ethical practice and conformity to the principles of natural justice in decision making.
- Engage with the team to communicate relevant information, provide direction and guidance and effectively strengthen team performance and interaction.
- Identify the need for change, clearly understand the change process and effectively communicate with and engage all parties to drive the change process.
- Encourage open communication and create an environment where ideas are shared and contributions valued
- Provide coaching, mentoring and development of staff.

Compliance and Risk Mitigation

- Ensure compliance and provide a safe and equitable workplace by adopting safe work practices and following procedures and policies.
- Ensure compliance with all statutory, legal and ethical obligations and compliance audits.
- Identify and implement risk minimising strategies and practices.

Collaboration and Teamwork

- Contribute to the team's achievement through collaborative work practices.
- Deliver high-level customer service to internal and external customers.

Key Requirements:

Qualifications and Experience

- Formal qualifications in the field of expertise for this role.
- Extensive experience in marketing and communications at a senior level with a track record of contributing to results.
- Proven success in developing and executing strategies and business plans, financial management and measuring performance.
- Demonstrated project management experience engaging stakeholders, communicating, encouraging and developing the ideas of others and successfully implementing outcomes.
- Demonstrated experience as a leader with proven ability to develop strong relationships based on trust and collaboration.
- Demonstrated creativity and initiative with the ability to work effectively in a fast-paced work environment, multitask and maintain a calm and flexible approach.

Personal Qualities

- Leadership – acts as a role model, inspires others, coaches and mentors the team.
- Communication – promotes an environment of open communication. Has highly developed written, verbal, listening and presentation skills.
- Integrity and confidentiality – a high levels of confidentiality and cultivates credibility and honesty.
- Change management – creates an open climate of creativity, innovation and acceptance. Engages and champions for results.
- Adaptability and flexibility – adapts to changes in the work environment, manages competing demands and is able to adjust to frequent change, delays or unexpected events with a positive mindset.
- Relationship Management – builds strong rapport with a range of stakeholders and is respected for their ideas and the way they achieve results.
- Organisation – prioritises and organises, is responsive and efficiently uses time.
- Specialist expertise – has a deep knowledge of the marketing and communications market.

Conditions

- Some out of hours' work is an essential component of this role.
- Work from any other metropolitan location as required.
- Some Interstate and Intrastate travel is a requirement of this position.
- The School reserves the right to modify and adjust position descriptions to meet its operational and strategic need.
- The successful applicant will be required to undergo a Working with Children Check and Responding to Risks of Harm, Abuse and Neglect Training. In addition, you are required to adhere to the School's Child Protection Policy.

Acknowledgement:

I have received, reviewed and fully understand the position description. I further understand that I am responsible for the satisfactory execution of the essential functions described, under any and all conditions as described.

Signed:

Date:

Print Name: