



**WILDERNESS  
SCHOOL**

*ALWAYS True*

## COMMUNICATIONS AND MARKETING COORDINATOR

<b>Position Name</b>	Communications and Marketing Coordinator
<b>Status</b>	Permanent
<b>Employment Fraction</b>	1.0 FTE
<b>Commencement</b>	June 2021
<b>Area of Appointment</b>	Whole School
<b>Position Reporting to</b>	Director of Communications & Marketing

### **The School:**

Wilderness School is a non-denominational girls 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 Brown, continues today and is a rich and integral part of our School culture.

Staff members at Wilderness School are required to uphold the values and the reputation of the School and community. Staff members are expected to show a commitment to:

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

### **Job Purpose:**

The Communications and Marketing Coordinator will be a key member of a small high performing communications and marketing team. Working with highly capable and experienced professionals, the role will work across the marketing and communications functions as well as assist in the promotion and documentation of the School's busy calendar of annual events.

A special focus of the position is preparing content for the School's website, publications and social media sites and proofreading/editing communications for external distribution.

### **Communications & Marketing Team**

The Communications and Marketing team are responsible for the promotion and protection of the Schools reputation and brand with all stakeholders, including branding, advertising, print and digital marketing, social media engagement and media relations.

They provide support to the School Executive, the Admissions Office, the Head of Advancement, Old Scholars, the Parents and Friends Association as well as members of the Wilderness staff and other members of the School Community.

### **Key Areas of Responsibility:**

- Coordinate the development, production and distribution of the School's print and electronic communications including brochures, letters, invitations, posters, presentations, social media and media releases.
- Commission, collate, edit, layout and proofread to a high standard content for the School's newsletter, quarterly print magazine - the 'Wilderness Times' and annual Yearbook – 'Semper Verus' and coordinate the design, print and distribution in consultation with external agencies.
- Proofread, monitor and liaise effectively with key staff to ensure all materials distributed are consistent with the School's Branding and Editing Style Guide.
- Build upon the strong school brand through assisting with the layout, design, proofing and printing of marketing collateral.
- Liaise with key staff to identify photographic opportunities and take high quality photographs of day to day learning activities as well as key events in the School's calendar for use online and in print.

### **Publications and Digital Content Development**

- Develop / create ways to build and maintain community engagement across the School's social media channels and website, including liaising with teachers and staff to identify written and visual opportunities for news stories that are "on brand" for promotion.
- Create, edit and upload regular compelling content relevant to target audiences for the School's Instagram, Facebook, LinkedIn and other social media channels.
- Work with the Director of Communications and Marketing to develop and maintain website content to ensure it is always fresh, comprehensive, up-to-date and focused on evidencing the School narrative and promises.
- Assist with editing, uploading and distributing school communication via the school's online platforms including mailchimp and SEQTA.
- Implement a proactive approach to content distribution by assisting in the development of and maintaining a robust and comprehensive content calendar and activities schedule.
- Coordinate and maintain a consistent suite of branded templates for School-wide use.
- Collate annual updates from Heads of Department for student and parent information portals and handbooks.
- Provide communications and design support for School activities (e.g. sporting fixtures, school productions and events).
- Create/coordinate the development of multimedia content (filming, video editing, visual storytelling) for distribution across multiple platforms, including working with external suppliers.

### **Advertising and Media Communications**

- Draft regular press releases on School activities, events, and pupil achievements, in consultation with the Director of Communications and Marketing and submit to appropriate channels.
- Liaise with local and national newspapers, magazines and appropriate specialist publications for advertising and editorial opportunities that are in line with the School's communication strategy.
- Assist with the creation of high impact advertising campaigns that connect with target audiences.
- Create, optimise and report on paid media campaigns (search and social).
- Use measurement tools, such as Google Analytics to monitor and evaluate marketing and communication initiatives on a regular basis.

### **General**

- Assist the Director of Communications and Marketing with the organisation of Regional Field Days for pupil recruitment purposes, as required.
- Work on special events / projects as required by the Director of Communications and Marketing.

- Liaise with external agencies and providers to manage a range of marketing and communications projects, including the production of external printing needs (letterhead, envelopes etc) and advertising campaigns ensuring clear communication and adherence to budget and deadlines.
- Manage the photography needs of the School including maintain a well-catalogued photographic library for publications, the website and promotional materials and escorting photographers and videographers on school premises, as required.
- Proactively identify new technologies, industry trends and best practice approaches to inform ideas and outcomes.
- Any other duties as required.

### **Qualifications, Skills and Experience:**

#### **Essential**

- Appropriate qualification and/or 2-3 years' industry experience in communications/marketing.
- Highly developed written communication skills, with a proven ability to write and edit for a range of uses both in print and online.
- Experience in marketing collateral development and production, including content creation, layout, design, proofing and printing, using the Adobe Creative Suite.
- Proven experience in managing digital campaigns across a variety of platforms.
- Demonstrated project management and organisational skills, including the ability to manage and prioritise tasks within the strategic framework and meet deadlines with minimal supervision.
- Outstanding interpersonal and communication skills, with the ability to build rapport with multiple stakeholder groups simultaneously and work across all levels of seniority.
- Advanced photography skills with the ability to document various school events and activities and generate content for marketing collateral.

#### **Desirable:**

- Experience in graphic design and Multimedia skills (filming, video editing, visual storytelling).
- School or education industry experience is desirable but not necessary.
- Experience of web analytics and measuring campaigns.

#### **Personal Qualities**

- Demonstrates creativity and initiative with the ability to handle a busy work environment and be able to multitask whilst keeping a calm and flexible approach.
- Strong organisational skills and excellent attention to detail
- Demonstrates high levels of confidentiality and cultivates credibility and honesty
- Operates effectively with enthusiasm in a collaborative team environment and builds strong and trusting relationships
- Presents a professional image that aligns with School values
- Openness to new ideas.

### **Special Conditions**

Some out of hours' work is an essential component of this role.

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 National Criminal History Check and 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 therein, under any and all conditions as described.

Employee Name \_\_\_\_\_ Date \_\_\_\_\_

Employee Signature \_\_\_\_\_