



POSITION DESCRIPTION

	Effective Date:	January 2025
POSITION TITLE:	Marketing and Communications Coordinator (Part-time)	
REPORTS TO:	Head of Marketing and Community Engagement	
EXPERIENCE AND QUALIFICATIONS:	<p>Job Specific</p> <ul style="list-style-type: none"> • Relevant tertiary qualifications in Marketing, Communications, or a related field. • Proven experience in a similar role. • Ability to work independently and collaboratively as part of a team. • Strong storytelling and content creation skills across multiple platforms. • Excellent organisational skills, with the ability to manage multiple projects and meet deadlines. • A high degree of creativity, initiative, and enthusiasm. • Provide specialist/technical advice to a range of stakeholders. <p>General</p> <ul style="list-style-type: none"> • Willingness to uphold the ethos and values of the School. • Ability to obtain a Working with Children Check. 	
POSITION PURPOSE:		
<p>The Marketing and Communications Coordinator plays a pivotal role in increasing student enrolment, marketing and enhancing Perth College's brand awareness.</p> <p>This role involves the creation, implementation, and evaluation of marketing strategies and content (internal and external communications) that resonate with prospective and current families and the wider school community.</p> <p>The Marketing and Communications Coordinator will use initiative and creativity to position Perth College as a leading educational institution for girls, aligned with its ethos and strategic vision.</p>		
KEY RESPONSIBILITIES:		
<p>Enrolments Marketing</p> <ul style="list-style-type: none"> • Collaborate with the Head of Marketing and Community Engagement to plan, design and execute marketing campaigns that effectively target prospective families and drive enrolments. • Analyse market trends and feedback to adjust strategies and ensure alignment with enrolment goals. • Develop a deep understanding of the unique value propositions of a Perth College education and communicate them compellingly through all channels. <p>Digital Marketing and Analytics</p> <ul style="list-style-type: none"> • Manage Perth College's social media presence, ensuring consistent, timely, and impactful messaging. • Monitor and report on the performance of marketing activities, using data to refine strategies and achieve better outcomes. • Maintain and update website content to ensure it is current, visually appealing, and user-friendly. <p>Content Creation and Brand Management</p> <ul style="list-style-type: none"> • Produce high-quality content for various platforms, including the website, social media, newsletters, and promotional materials, ensuring consistency with the Perth College branding. • Oversee the production of digital and print collateral, including brochures, advertisements, and videos. • Identify opportunities to share success stories, events, and initiatives through engaging and creative content. • In collaboration with the Marketing and Community Engagement Team, develop an annual Communications and Content Plan. 		

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Community Engagement and Public Relations

- Build strong relationships within the Perth College community to uncover and develop positive stories that highlight the school's achievements and culture.
- Act as a brand ambassador during events and external activities to enhance the Perth College reputation.

Event Support

- Support and promote key school events such as Open Days and community engagement activities to attract prospective families.
- Work collaboratively with the Event Coordinator to ensure branding and messaging are integrated seamlessly.

Workplace Health and Safety

- Always ensure that you work in compliance with all laws, acts, regulations, and internal policies outlined in Complispace, as updated from time to time.

SELECTION CRITERIA:

1. Demonstrated success in developing and executing marketing campaigns that drive measurable results.
2. Ability to create compelling content tailored to diverse audiences.
3. Demonstrated high-level professional writing and editing skills for a range of traditional and online platforms
4. Strong interpersonal skills, with the ability to build relationships with internal and external stakeholders.
5. Proficiency in digital marketing tools, analytics, and content management systems.

Hours of Work

This is a part-time position.

There is the flexibility for the right candidate in relation to hours and days. Some evenings and weekend work will be required.

School business operational hours fall between 8.00 am and 5.00 pm on weekdays.