

ACTING DIRECTOR OF MARKETING, COMMUNICATIONS AND COMMUNITY ENGAGEMENT

POSITION DESCRIPTION

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| REPORTS TO | Principal |
| DIRECT REPORTS | Community Relations and Communications Staff Bequest Officer |
| KEY RELATIONSHIPS | Executive Team Director of Admissions & Admissions Staff Business Office Staff Other members of the Principal's Advisory Committee Old Grammarian's Committee Parents and Friends Committee The Lowther Hall Foundation Board Current and past students, staff and parents of Lowther Hall All other stakeholders of the School Community |
| PURPOSE | The purposes of this role are: to provide professional and relevant marketing and communications for the School and endeavour to ensure that the School's brand and integrity are upheld. To build community engagement with existing and past stakeholders and to grow and develop the Lowther Hall fundraising channels and philanthropic participation. |
| ENVIRONMENT | This is a 12-month fixed term full time management position with normal hours of 38 per week and 5 weeks Annual Leave – the span of hours will be Monday to Friday 8am to 4.06pm and may be adjusted to meet the operational requirements of the School. Some additional hours will be required from time to time. |

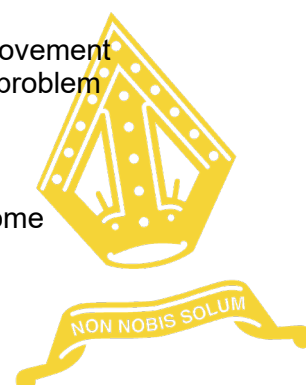
KEY AREAS OF RESPONSIBILITY

- Manage and enhance the School's brand and key marketing messages through formal communication platforms including digital, social media, email marketing, written publications and events held at the school.
- Manage content on the School's website.
- Manage digital and print advertising campaigns in conjunction with third party vendors.
- Oversee communication aspects of the School's parent portal, as well as PFA communication.
- Oversee social media content and calendar for the School with the intent to grow Lowther Hall's social media presence.
- Write and edit content for a variety of multi-media including press and media releases, as well as internal communications to key stakeholders.
- Run targeted distribution lists and support segmentation for communications.
- Manage video and photoshoots for the School, as well as the School's stock library of professional photos.
- Oversee the editing process of the School's formal publications including but not limited to 'Lowther News' 'Year in Review' 'Chronicle' and 'Philanthropy Magazine'.

- Maintain content calendars, schedules, and workflow tracking for the Community Relations Team.
- Oversee the work of the School's graphic designer in production of printed materials and web visuals to ensure consistency and continuity of the School's brand and logo.
- Manage the official School stationery, ensuring adequate stock for all departments, including Business cards.
- Oversee the introduction of any new promotional items.
- Oversee the day to day storage and administration of the School's Archival collection and records.
- Collect, maintain and monitor database information pertaining to alumni and donors.
- Oversee a number of Community Engagement Events including communication, promotion and event organisation.
- Write, edit and send content for the School's Fundraising campaigns in conjunction with the Principal and Director of Business.
- Ensure there is a robust day to day management of third party suppliers eg: PR, creative, media and or digital suppliers etc
- Work within and manage applicable Community Relations Budgets.
- Other duties as set out by the Principal.

VALUES AND BEHAVIOURS

| Category | Expected behaviours |
|------------------------|----------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|
| Values | Demonstrates personal integrity and strong work ethic Behaviour demonstrates a team approach Is open to new ideas and opportunities |
| Communication | Communicates effectively, especially with adults |
| School standards | Always focused on the needs of the School Always respectful of others Adds value to the team and the School Complies with all school policies |
| Business outcomes | Looks ahead and anticipates new directions Understands how teams work and utilises the skills of team members |
| Productivity | Self driven and displays personal effectiveness Manages stressful situations well Displays sound problem solving and decision making skills Possesses technical skills required to be proficient in the role Shows critical reflection on own work |
| Continuous improvement | Reviews performance data to identify areas for improvement Considers the bigger picture when thinking about a problem Understands and adjusts to change |
| Planning | Demonstrates organisational skills Develops project plans with clear process and outcome |



LEADERSHIP QUALITIES

- Integrity – Honest, ethical and consistent in actions and decisions
- Vision – Has a clear direction for the future
- Empathy – Understands and considers the feelings and perspectives of others
- Accountability – Takes responsibility for actions and decisions
- Communication – Clearly and effectively conveys ideas, actively listens to and encourages feedback
- Decisiveness – Makes timely and well considered decisions, even when under pressure
- Resilience – Stays strong and composed through setbacks and challenges
- Confidence – Believes in themselves and their team
- Empowerment – Trusts and encourages others to grow and take initiative
- Humility – Willing to admit mistakes, learn from others and share credit
- Inspiration – Motivates and energises others towards shared goals
- Strategic Thinking – Sees the big picture and plans effectively for the long term
- Emotional Intelligence – Manages own emotions and builds strong interpersonal relationships

TECHNICAL KNOWLEDGE AND JOB SPECIFIC SKILLS

- An understanding of the Lowther Hall context
- Tertiary qualifications in either Marketing, Communications or Public Relations
- Experience in marketing analytics and data-driven decision making
- Proficiency in managing Social media platforms, School Website, School Box, Synergetic
- Experience in managing Budgets
- Previous experience in Brand Management, Content Strategy and Event Management
- A current and appropriate WWCC registration
- An understanding of child safe standards
- Current Level 2 First Aid and CPR Certificate – with a commitment to on-going training
- Current National Criminal History Record Check
- Current anaphylaxis management qualification
- Current asthma management qualification

PERSONAL ATTRIBUTES

- Sound judgement with regards to people and situations
- Willingness to support the school values
- Organisation and attention to detail
- Time management and prioritising ability
- Initiative and resourcefulness
- Outcomes focus
- Team orientation
- Kind, friendly and supportive to parents, staff and students
- Decision making within level of authority
- Flexibility and 'can do' attitude



POSITION ACCEPTANCE

I accept the position description as stated above, and that it may need amending and updating periodically due to changes in responsibilities and organisational requirements. I will endeavour to model the values and behaviours of the school and follow all policies and procedures.

Incumbent Name

Incumbent Signature

Date

