



POSITION DESCRIPTION

POSITION:	Marketing & Communications Manager
KEY RELATIONSHIPS:	This position reports to the Principal.
POSITION STATUS:	Part-time (0.8FTE) / Full-time, Ongoing role (inclusive of 4 weeks' Annual Leave pa)
PRIMARY FOCUS:	The Marketing & Communications Manager is responsible for oversight of the school's marketing, advertising, collateral, publications, website, digital communications, social media, media relations, event collateral and photography
DOCUMENT DATE:	May 2023

CAMBERWELL GIRLS GRAMMAR SCHOOL – A Community Dedicated to Learning, Action and Service

Our Vision

A leader and innovator in education, dedicated to fostering a passion for learning and building a more just and sustainable world.

Our Mission

A Christian school in the Anglican tradition, inspiring students in their love of learning and nurturing compassionate leaders with global mindsets.

Our Values

We welcome students of all faiths and cultures, educating them to see wisdom through intellectual inquiry, service learning and spiritual growth, honouring the values of integrity, commitment, respect, hope and courage.

Our Key Areas of Focus

- Learning Designed for All
- Our Community
- Our Expert Workforce

Our Motto

'Utilis in Ministerium' (Useful in Service)

COMMITMENT TO CHILD SAFETY

Camberwell Girls Grammar School (CGGS) is a child safe organisation which welcomes all children, young people, their families and their participation. We are committed to providing culturally inclusive environments where all our students are safe and feel safe and have confidence their voice is heard. We promote positive interactions between students and adults, and between students and their peers based on mutual trust and respect.

Child safety is a shared responsibility. Everyone engaged or employed by CGGS has a role to play in promoting child safety. All are aware of their responsibility to promptly raise issues or concerns about a child's safety or wellbeing. We have zero tolerance for child abuse and we take proactive steps to identify children who may be at risk or experiencing vulnerability to mitigate harm or distress.

Particular attention is given to the safety needs of Aboriginal or Torres Strait Islander students, those from culturally and linguistically diverse backgrounds, students with disabilities, international students, those unable to live at home and children and young people who identify as LGBTQIA+.

We regularly seek input from students, parents, carers, staff and volunteers in our child safe practices and communicate our policies and ongoing strategies following each systematic review

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STAFF OBLIGATION TO CHILD SAFETY

All staff at Camberwell Girls Grammar School (CGGS) take an active role, and are well informed of their obligations, in relation to Child Safety Ministerial Order No 1359 – “Child Safe Standards – Managing the Risk of Child Abuse in Schools and School Boarding Premises”. The CGGS Child Safety Commitment is incorporated into the school’s employment cycle from recruitment and reference checking to induction, probationary and 12 monthly performance reviews and regular Professional Learning. Employment at CGGS is subject to school policies including the Child Safety and Wellbeing Policy, Community Code of Conduct (includes Child Safety), Child Safety Mandatory Response and Reporting Policy being read, understood and adhered to.

CHILD SAFETY EXPECTATIONS FOR STAFF

All staff at CGGS must ensure that at all times their students have a child safe learning environment. Every interaction that a staff member has with a student must be conducted with child safe standards in mind and with an understanding of the CGGS child safe policies and procedures. This relates to all student interactions onsite, offsite or online, and in all programs including excursions, events, camps and parent involvement activities.

KEY INTERNAL CONNECTIONS

Reporting directly to

- Principal

Direct reports

- Creative Coordinator
- Marketing Assistant

Associated Relationships

- Principal
- Deputy Principal
- Senior Management Team
- Community & Engagement Team
- Admissions Team
- CGGS Staff
- CGGS Junior & Senior School students

KEY EXTERNAL CONNECTIONS

- Media (i.e. advertising reps and journalists)
- External suppliers (i.e. print and signage)

KEY DUTIES & RESPONSIBILITIES

1. Strategic Leadership

- Provide and support strategic service development and growth by providing advice, identifying opportunities, developing plans and executing them to communicate the School’s value proposition
- Oversight of the CGGS brand ensuring it is consistently used and applied organisation wide
- Plan, develop and deliver effective and consistent internal and external communications for CGGS
- Scope marketing and communication priorities and needs by consulting, engaging and liaising with key stakeholders
- Develop and implement marketing and communications plans to support business priorities and operational plans
- Develop and manage budgets for marketing and communication projects and initiatives
- Assess the requirements for collateral and develop new collateral as needed to support the School
- Manage external service providers



2. Marketing / Advertising

- Develop and implement all aspects of an annual print and digital advertising plan
- Work closely with the Creative Coordinator to develop in-house print ready artwork
- Provide print ready material for all publications by set deadline
- Work with advertising representatives to secure best rates and positioning for all publications and associated marketing initiatives

3. School Collateral & Publications

- Oversee production of key school publications and collateral – including magazines, marketing material, event collateral, weekly newsletters etc
- Development of content plans and copy writing
- Work with Creative Coordinator and Marketing Assistant to develop themes and creative concept design for all materials
- Proof reading of content
- Manage printing of publications including distribution

4. Website

- Regularly monitor, maintain and update the backend of the website, using Wordpress
- Work with the Creative Coordinator to evolve the design and user experience of the website

5. Communications

- Ensure effective communications of key messages to internal and external audiences
- Source and develop content for a variety of channels to support marketing and communications activities
- Work with the Marketing Assistant to oversee the successful preparation and distribution of regular digital communications to the school community, using MailchimpContribute and write for the Principal, Deputy Principal and other Senior Members of staff if required

6. Social Media

- With the Marketing Assistant to plan and manage a proactive social media schedule and be the key administrator and voice of the school on social media

7. Media Relations

- Work with journalists to pitch possible news stories
- Answer media queries, within delegated authority
- Coordinate interviews and photo shoots with media

8. In-House Material Development

- Work with the Creative Coordinator and Marketing Assistant to oversee development and production of in-house marketing materials for school events including invitations, posters, programs etc
- Support the Community & Engagement Team and other key functions of the school with the promotion and communication of community events and fundraising

9. Photography

- Work with the Creative Coordinator and Marketing Assistant to carry out photo shoots for key hero images used in advertising and in school publications
- Attend and photograph CGGS events for publication in magazines and social media

10. Other duties as appropriate to the position

- Attend staff meetings as scheduled each term
- All other duties and responsibilities as set out in the CGGS Staff Handbook
- Participate in the School review process annually in order to continuously improve knowledge and practice



11. Health & Safety

All staff are expected to:

- Adhere to and implement all safe work practices and procedures in accordance with the CGGS Occupational Health & Safety policy, Workplace Health & Safety policy and Manual Handling policy
- Work safely and report any hazards in accordance with school procedures
- Monitor and take full care of the health and safety of others within area of responsibility
- Participate when required in the resolution of safety issues

KEY PERSONAL ATTRIBUTES

- Highly organised and resourceful
- A strategic perspective and experience working on strategic initiatives
- High level of leadership, planning and people management skills
- Higher order problem-resolution, lateral thinking and creative skills , and ability to think laterally and strategically, to meet deadlines and produce quality work under pressure
- High level communication and interpersonal skills
- Loyalty to the school, students and staff, and commitment to the promotion of continuous improvement and a positive and supportive School culture
- The ability to be discreet and maintain confidentiality, whilst cultivating credibility and honesty
- The ability to be self-motivated, to work autonomously and be proactive
- Highly organised and resourceful
- Positive and flexible attitude
- Enthusiasm and energy
- Attention to detail
- A warm and friendly disposition, with a tactful and diplomatic approach
- Commitment to achieving best practice
- High standard of personal presentation
- Alignment with the School Values

QUALIFICATIONS & EXPERIENCE

Essential Criteria: Relevant tertiary qualification in Marketing, Business, Communications or a related discipline
Strong content creation and copywriting skills
Highly developed strategic marketing, communications, and project management skills
Demonstrated experience in developing successful marketing and communication strategies
Previous leadership experience
Current Working with Children Check
Current National Criminal History Police Check

Desirable Criteria: Experience in a School environment

PROFESSIONAL EXPECTATIONS

- Demonstrate commitment to Ministerial Order No. 1359 – Implementing the Child Safe Standards, and CGGS Code of Conduct
- Be responsive and maintain respectful communications and collaborative relationships with the CGGS community
- Model exemplary ethical behaviour and exercise informed judgments in all professional dealings
- Meet expectations as set out in the CGGS Staff Handbook
- Adhere to and implement all safe work practices and procedures in accordance with the CGGS Occupational Health & Safety policy, Workplace Health & Safety policy and Manual Handling policy
- Work safely and report any hazards in accordance with school procedures
- Participate in OHS training as required



WHY WORK AT CAMBERWELL GIRLS GRAMMAR SCHOOL?

Camberwell Girls offers opportunities for every student to be the creator of high-quality work, in an environment focused firmly on the future. Through academic excellence, we pride ourselves on being innovative as well as providing the following benefits to all staff:

- Staff wellbeing focus and fun social activities
- Salaries and packages above Award-level
- Active Professional Learning & Development programs
- Paid Discretionary Leave
- Additional paid Personal/carer's Leave
- Employee Assistance Program available for all staff and their immediate household members

N.B. This position description is not intended to represent the entirety of the position nor is it intended to be all-inclusive. CGGS reserves the right to modify this position description in consultation with the incumbent from time to time depending on the operational needs and requirements of the School.