



POSITION DESCRIPTION

POSITION:	Marketing & Communications Manager/Specialist
KEY RELATIONSHIPS:	This position reports to the Director of Engagement and Marketing. All positions at the School ultimately report to the Principal.
POSITION STATUS:	Part-time 0.6 FTE, 12 month fixed-term contract role.
PRIMARY FOCUS:	The Marketing & Communications Manager/Specialist is responsible for developing and executing marketing & communication initiatives, streamlining departmental processes, enhancing team, internal and community stakeholder collaboration.

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

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 their students have a child safe learning environment at all times. 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.

THE ROLE

The role of the Marketing & Communications Manager/Specialist is to develop and implement effective marketing and communication initiatives aimed at enhancing the school's visibility and engagement. This involves managing the production of marketing materials, facilitating team collaboration, supporting stakeholder involvement, and promoting operational efficiency and strategic impact within the Engagement and Marketing department.

The role will be pivotal in:

- Supporting Director of Engagement and Marketing to provide leadership, management and execution of marketing & communications (both external and internal) initiatives
- Implementing marketing and communication processes and practices
- Enhancing collaboration and integration between the Engagement & Marketing team members and other school stakeholders

KEY INTERNAL CONNECTIONS

Reporting directly to

- Director of Engagement and Marketing

Associated Relationships

- Principal
- Deputy Principal
- Engagement and Marketing team members
- School Management Team
- Heads of Department
- Deputy Head of Junior School
- Early Learning Coordination
- Year Level Coordinators

KEY EXTERNAL CONNECTIONS

- Media as appropriate and agreed
- Suppliers as appropriate agreed.

KEY DUTIES & RESPONSIBILITIES

1. Marketing & Communications Execution:

- Develop and execute marketing and communication initiatives.
- Create and oversee the production of marketing materials and assets.
- Manage and execute content creation, layout, writing and production tasks, including for ad-hoc or unplanned projects.



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2. Team Collaboration and Integration:

- Facilitate collaboration within the Engagement and Marketing team and between other school stakeholders.
- Implement processes to improve teamwork and communication, working closely with the Director of Engagement and Marketing.
- Address any identified barriers to effective collaboration, such as siloed roles and communication gaps.

3. Community Engagement Support:

- Assist in clarifying communication roles and responsibilities in events and activities, particularly those involving the PFA and OGA.
- Support the Director of Engagement and Marketing in strengthening relationships and partnerships with these key stakeholders.
- Aid in optimising volunteer communications, management and engagement strategies.

4. Process Improvement and Documentation:

- Establish and embed structured processes and practices, such as documented procedures and production schedules.
- Champion, utilise and manage project/portfolio management tools (Monday.com, Teams, etc) for better operational oversight.

5. Technology Optimisation:

- Enhance digital literacy and effective technology utilisation within the Engagement and Marketing department.
- Facilitate integrating and utilising platforms like Monday.com, TASS, Firefly, SEQTA, Mailchimp, and Hunanitix.
- Share expertise or aptitude in technology to streamline departmental operations.

6. Strategic Departmental Support:

- Provide support to the Director of Engagement and Marketing in embedding strategic direction and initiatives.
- Contribute to long-term departmental goals, focusing on improving overall efficiency and effectiveness.

7. Other duties as appropriate to the position

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

8. 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

- Alignment with the School Values
- A strategic perspective and experience working on strategic initiatives
- High level of leadership, planning and people management skills
- High-level communication skills, written and verbal
- High level interpersonal and influencing skills
- Enthusiastic, passionate, positive and flexible attitude
- Emotional intelligence with the ability to be discrete and maintain confidentiality
- A warm and friendly disposition with a calm and diplomatic approach
- Self-motivated and works autonomously and proactively
- Highly organised and resourceful with excellent time management skills



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- Ability to manage complex and concurrent initiatives to meet deadlines
- High level of attention to detail
- Commitment to achieving best practice
- High standard of personal presentation
- Commitment to customer service and risk management

QUALIFICATIONS AND EXPERIENCE

Essential Criteria:

- Relevant tertiary qualification in Marketing, Communications, Public Relations, or a related field or equivalent experience.
- A minimum of 3 years in senior marketing & communications roles, preferably in an educational or similar setting
- Demonstrated ability to develop, plan and execute effective and efficient marketing & communication activities.
- Strong content creation and copywriting skills.
- Demonstrated ability to work collaboratively with team members and internal stakeholders.
- Demonstrated ability to work with multiple stakeholders, manage stakeholder expectations and business requirements
- Experience initiating, developing and documenting process improvements.
- High proficiency in Microsoft Office Suite and familiarity with both Mac and PC operating environments.
- Proficiency in Adobe Suite, specifically InDesign and Photoshop.
- Current Working with Children Check
- Current National Criminal History Police Check

Desirable Criteria:

- Competency in collaboration and project management software, specifically Monday.com or similar tools
- Experience working 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.



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