



**MELTON CHRISTIAN COLLEGE**  
**Marketing & Communications Administrator**

**ORGANISATIONAL PROFILE:**

Melton Christian College is a leading P-12 school of over 1000 students in two locations. We are highly regarded, specialising in nurture, excellence, and Christ-centred schooling. We are committed to building a dedicated team of Christian educators and support staff, equipping them to invest in the lives of the students they serve. Our team are enthusiastic and positive who are committed to the mission, vision, and values of the College.

**POSITION PROFILE:**

The Marketing & Communications Administrator is primarily responsible for maintaining and improving communications between the College and its existing parents and students and promoting the school to the wider community. The successful candidate will also be accountable for implementing communication practices, community engagement and supporting the College events and activities.

The Marketing & Communications Administrator reports directly to Head of Operations.

**KEY RESPONSIBILITIES:**

The key responsibilities of this role include, but are not limited to:

Marketing & Communications

Responsible for the implementation of the College Marketing and enrolments strategy. This includes print and digital campaigns, all social media platforms, web management, and supporting the implementation of continuous improvement plans.

- Ensure the college has an annual marketing plan.
- Keeping the website and all social media platforms up to date; some daily.
- Continually giving feedback on how to improve College marketing.
- Work collaboratively with the registrar around environment strategies.
- Assist with College Open Day and other key events.
- Maintain a consistent look and feel to the College brand.

### Media and Public Relations

Coordinate content creation (photography, video production, signage) for the College website, digital campaigns, and college facilities.

- Help promote links with major supplier to enhance sponsorship opportunities as well as support college activities by initiating contact with the appropriate channels.
- Bring together content creation (photography, video production, signage) for the College's website, digital campaigns, media, and college facilities.

### Publications

Manage the end-to-end process around college publications including the annual College yearbook.

- Help with the end-to-end process around the college yearbook, newsletters, and selected curriculum and marketing publications.
- Keep publications and marketing material up to date.
- Assist with advertising and promoting material.

### Alumni

Develop and maintain the alumni programs and connections.

- Implement alumni programs and connections.
- Maintain alumni (staff, past or current students) contact details database.

### **KEY SELECTION CRITERIA**

1. Alignment with the vision and purposes of the College.
2. Reliable, able to maintain confidentiality and with well-developed written and verbal communication skills.
3. Committed to Christian Education and enacting the core values of the College.
4. A team player with well-developed organisational, analytical, and attention to detail skills
5. Ability to handle sensitive and confidential situations with diplomacy.
6. Demonstrated experience in assisting with communication action plans in an educational setting.
7. Degree in Business, Marketing or communications qualification preferred.
8. High level organisational skills and ability to balance multiple priorities and conflicting deadlines.
9. Current Working with Children's Check (or willingness to apply for one)
10. Current Police Check (or willingness to apply for one)

## **OCCUPATIONAL HEALTH AND SAFETY**

The Marketing & Communications Administrator has delegated responsibility from the principal (for their workstation/office space, equipment and facilities associated with their role) to:

- Ensure that College Health and Safety Policy and procedures are deployed within the area of responsibility
- Ensure that safe operating procedures are developed and implemented which are appropriate for the hazards and risk profile of the activities of their workstation/office space
- Ensure that College safety systems are implemented, and compliance is regularly audited and monitored (e.g., hazard reporting, hazardous materials storage and documentation, plant and equipment purchasing, audits etc.)
- Ensure that health and safety is a scheduled agenda item within any staff team meeting
- Ensure that all hazards which are observed, and any incidents which may occur to any person within his/her area of responsibility are reported, documented, investigated and corrective actions are implemented as identified for action
- Ensure that Health and Safety issues are identified, planned for and resources required to manage health and safety issues are included in budgets
- Support Management and Colleagues in performing their roles in relation to health and safety matters
- Ensure that regular workplace inspections and audits are carried out in accordance with college safety systems

## **CHILD SAFE CULTURE**

The Marketing & Communications Administrator has delegated responsibility from the principal to:

- Work towards embedding an organisational culture of child safety, including effective leadership in and beyond their workstation/office space
- Be familiar with and promote familiarity with the College child safe policy
- Be familiar with and promote familiarity with the additional points that establish the College's expectations for appropriate behaviour with children
- Take part in screening, supervision, training, and other human resources practices that reduce the risk of child abuse by new and existing personnel or volunteers
- Be familiar with and promote familiarity with processes for responding to and reporting suspected child abuse
- Always work to identify and reduce or remove risks of child abuse
- Always work towards appropriate participation and empowerment of children

## **CONDITIONS**

Related to the Educational Services (Schools) General Staff Award 2010 with a salary depending on the candidate's experience and training.