

# Marketing and Digital Communications Manager



[www.loreto.sa.edu.au](http://www.loreto.sa.edu.au)

<b>Role</b>	<b>Marketing and Digital Communications Manager</b>
<b>Employment Status</b>	Permanent full-time <i>Flexibility will be required for events outside of business hours</i>
<b>Terms</b>	37.5 hours per week 48 weeks per year Monday – Friday, 8.00 am – 4.00 pm
<b>Commencement Date</b>	As soon as possible
<b>Classification</b>	Education Support Officer Other Professionals Stream Grade 6 Year 1
<b>Responsible to</b>	Executive Director: HR, Risk and Compliance

## About Loreto

The Mission Statement for Loreto Schools of Australia states:

*A vigorous belief in the capacity and responsibility of women to contribute significantly to society and to the church underlies the emphasis in our tradition on the education of girls.*

*It builds on Mary Ward's conviction that 'women in time to come will do much' and is inspired by her independence of spirit, her strength of mind, her tenacity and her courage in breaking new ground. Yet, for all her passion to redress an imbalance, her fundamental belief was that men and women alike found their deepest truth and ultimate value in God. There is still an urgent need today to recreate the vision of what it is to be fully human, for men as well as women. It is therefore our task to educate beyond the stereotypes. It is our hope that those involved in our schools will act freely, courageously and in a spirit of collaboration to affirm the dignity of each individual and to further the cause of human rights.*

*This is our vision: that Loreto schools offer a Catholic education which liberates, empowers and motivates students to use their individual gifts with confidence, creativity and generosity in loving and responsible service.*

All Loreto schools in Australia share the same set of values: freedom, justice, sincerity, verity and felicity. These values are at the heart of our educational philosophy and shape our identity as a school.



**LORETO COLLEGE**  
Marryatville, South Australia

## Position Overview

The Marketing and Digital Communications Manager is directly responsible to the Executive Director: HR, Risk and Compliance for implementing marketing and advancement activities aligned to the goals and philosophy of Loreto College. Working as part of the Admissions Team and Community Development and Events Team, the Marketing and Digital Communications Manager will undertake the following duties:

Key Accountabilities	Responsibilities and Expectations
<b>Leadership of Marketing and Digital Communications</b>	<ul style="list-style-type: none"><li>• coordinating the production of publications and promotional materials including Loreto's major community publications: <i>From the Acacias (one issue per year)</i> <i>College Magazine (annually)</i> <i>Prospectus (as required)</i> <i>Directions Document (annually)</i> <i>Strategic Plan (as required)</i> <i>What's Happening at Loreto (termly)</i></li><li>• managing the delivery of the marketing, media and communication plan in line with the College's strategic direction;</li><li>• working closely with the College's external media agency to prepare annual media and marketing plan;</li><li>• managing the budget and resource allocation for all marketing, communication and media;</li><li>• formatting media advertisements required throughout the year in accordance with the media strategy;</li><li>• preparing design layouts for various forms of marketing;</li><li>• publishing the fortnightly newsletter, including gathering information and maintaining deadlines;</li><li>• actively promoting the College's presence on social media through a continuous cycle of content creation across a variety of platforms;</li><li>• ensuring accuracy of content and final proof-reading checks for all forms of media used;</li><li>• providing photography and videography services to promote key initiatives around the school;</li><li>• maintaining the College's website, ensuring that information is current and accurate, recording regular statistical reports and interpreting web and digital analytics to drive continuous improvement;</li><li>• providing support and back up to the Community Development and Events Team on key community events and projects;</li></ul>



	<ul style="list-style-type: none"> <li>• providing support to the Admissions Department when required to produce marketing material;</li> <li>• coordinating photo and video shoots, and ensuring correct management and storage of the images/assets on the College's network and the content management systems for the website;</li> <li>• coordinating opportunities for students to contribute to the public image of Loreto through direct contact with media via the promotion of their work and presence at events;</li> <li>• managing the College's social media platforms, including taking of photographs at College events, as required;</li> <li>• providing general marketing and communication administration as required;</li> <li>• ensuring that Loreto College branding guidelines are adhered to in all modes of communication and ensuring that staff are following these guidelines;</li> <li>• creating and making available branded templates for staff;</li> <li>• producing and updating photographic and video content that is displayed at College Reception areas and on Loreto Connect;</li> <li>• updating and overseeing the branding of Loreto Connect on key staff/parent/student pages;</li> <li>• assisting with communication strategies for College fundraising campaigns and appeals;</li> <li>• assisting with records management for all fundraising initiatives, including Humanitix/Trybooking set ups and collecting donations/event ticketing purchase;</li> <li>• attending external marketing events, including Field Days;</li> <li>• engaging in professional development opportunities or associations in relevant areas which are external to the College;</li> <li>• engaging in reflective reviews with your line manager</li> </ul>
<b>Mission and Ethos</b>	<ul style="list-style-type: none"> <li>• knowing, accepting, embodying, and developing the Loreto mission and values;</li> <li>• having a commitment to, and a clear understanding of, the ethos of a Catholic School and the Loreto charism of Mary Ward;</li> <li>• fully supporting the Catholic ethos by taking part in staff and student prayer, retreats, social justice activities and voluntary service;</li> </ul>



	<ul style="list-style-type: none"> <li>• role modelling Christian values in all dealings with students, staff and parents;</li> <li>• maintaining confidentiality at all times and demonstrating high professional standards within the College and community;</li> <li>• providing consistent public support both within and outside the College for school-wide policy initiatives and strategic plans;</li> <li>• supporting and upholding the College's policies and procedures and the Child Safety Code of Conduct;</li> <li>• undertaking tasks including creating, collecting, maintaining, using, disclosing, duplicating and disposing of information including managing and using communication devices (email, internet, telephone, network) in accordance with the College's policies, including Privacy Policy and Responsible Use of Technology Policy;</li> </ul>
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## Person Specification – Essential Criteria

### Knowledge and Skills Required

- Minimum of two - three years previous marketing or communications experience
- Demonstrated proficiency in InDesign and other Adobe Creative Suite products
- Skills and experience in website content management systems, email delivery platforms
- Demonstrated ability in managing various social media platforms
- Demonstrated graphic design skills

### Personal Qualities

- Demonstrated excellent organisational skills which are reflected in daily management
- Excellent interpersonal skills, including the ability to listen and communicate effectively and empathetically to achieve successful outcomes
- Excellent communication skills, both written and verbal, that can be used effectively with staff, students and parents
- Demonstrated ability to prioritise tasks, use knowledge and initiative and to problem solve promptly
- Ability to work independently, be self-motivated and proactive and also be an active and supportive contributor in a team environment
- Strong attention to detail
- Strong customer service focus
- Demonstrated ability to follow procedure and direct instructions
- Demonstrated ability to work under pressure and meet deadlines

### Qualifications and Skills

- Formal tertiary qualifications in marketing, communications or a related discipline an advantage
- Approved First Aid training
- Responding to Risks of Harm, Abuse and Neglect – Education and Care Training Certificate



## Work Health and Safety

### Teachers (including PORs), Non-teaching positions – WORKERS

This role is deemed to be a *Worker* under the South Australian Work Health and Safety (WHS) Act 2012.

As a *Worker*, while at work you must –

- take reasonable care for yourself and others in the workplace
- take reasonable care that your actions or omissions do not adversely affect the health and safety of other persons
- comply, in so far as you are reasonably able, with any reasonable instruction given by the employer to allow the person to comply with the WHS Act
- cooperate with any reasonable policy or procedure of the employer relating to health or safety at the workplace that has been notified to workers
- do not bypass or misuse systems or equipment provided for any purpose
- report unsafe conditions or acts which come to your attention and address where possible. Notify your supervisor/manager of actual or potential WHS risks in your work area
- notify your supervisor/manager of incidents, injury and pain or discomfort following a work related injury/activity as soon as possible, preferably in the shift it occurs, but no later than 24 hours.

All workers are authorised to:

- stop any activity where there is imminent risk of harm to self or others and to the environment
- instruct others to stop a task considered to present a risk to health, safety and the environment
- raise and/or discuss health, safety, environment and quality matters with supervisors/managers or safety representatives where relevant
- notify a direct report and follow up on any health safety, environment and quality matters outside of one's ability or capacity to control
- escalate health, safety, environment and quality matters to an appropriate level

### Accountability

Catholic Church Endowment Society Inc (CCES) utilises a number of accountability processes to assess performance relating to the implementation of management system responsibilities. These processes apply to all personnel and are performance based.

The key process may include:

- supervisory arrangements (in accordance with organisational and site management structures)
- system review and verification activities; and
- performance appraisals

*Reference: Catholic Safety, Health Welfare South Australian, (12) v1*



## Annual Review

An Annual Review is undertaken with your line manager to provide feedback and discussion for professional growth.

## APPROVAL

### Job Description Approved

.....  
Print Name

.....  
Signature Principal or Delegate

.....  
Date

.....  
Print Name

.....  
Signature Staff Member

.....  
Date

February 2024



**LORETO COLLEGE**  
Marryatville, South Australia



## Applications

Applications for the position of Marketing and Digital Communications Manager should be addressed to:

Ms Kylie McCullah  
PRINCIPAL  
Loreto College  
316 Portrush Road  
MARRYATVILLE SA 5068

## Terms and Conditions

- Formal tertiary qualifications in marketing, communications or a related discipline an advantage
- Approved First Aid training
- Responding to Risks of Harm, Abuse and Neglect – Education and Care Training Certificate
- All applicants will be required to undergo a Working with Children Check and Catholic police clearance. Please attach any relevant certificates to your application.

## Included with your application

Please provide copies of the following documents:

- Address each of the Selection Criteria outlined in the position description.
- Your Curriculum Vitae
- The names, addresses and full contact details of three referees who may be approached.
- All applicants will be required to complete an Applicant Declaration Form for School Employees which is available on our website. This Form must be submitted with your application.

**Closing Date: Applications close at 9.00 am on Friday, 1 March 2024**



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