

DIRECTOR OF MEDIA, COMMUNICATIONS AND MARKETING

OVERVIEW

The Director of Media, Communications and Marketing is a member of the Support and Operational Team, collaborating with the Advancement and Admissions Teams. The Director has delegated responsibility for the leadership and management of the School's communications with stakeholders, engagement with the media, developing marketing concepts and protecting and building the School's brand.

1. KEY RELATIONSHIPS

The Director of Media, Communications and Marketing is ultimately responsible to the Principal. They report directly to the Financial Controller.

2. RESPONSIBILITIES

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| <ul style="list-style-type: none"> 2.1 Oversee the quality, production and distribution of the School's major publications in accordance with the School's Strategic Plan 2.2 Provide high level advice to the Principal and Leadership Team on communications, marketing and media management 2.3 Prepare briefing papers, talking points and other key written forms of communication at short notice for the Principal 2.4 Develop and manage communication strategies as part of the implementation of major strategic initiatives 2.5 Actively seek out opportunities to enhance the School's profile through liaison with the media, including media monitoring 2.6 Develop and implement approved marketing and advertising strategies, in collaboration with the Director of Admissions 2.7 Develop and manage the School's branding and communication strategies 2.8 Act as a key point of media contact for the School, in consultation with the Principal 2.9 Oversee the School's social and digital media presence to ensure quality and accuracy 2.10 Be a contributing member of the Board Advancement and Stakeholder Engagement Committee | <ul style="list-style-type: none"> 2.11 Participate in and lead working parties and project teams to provide communications and marketing advice as required 2.12 Research and conduct competitive analysis of the Independent School market and educational trends 2.13 Act as a key member of the School's Critical Incident Management Team, providing advice and support in regards to communications and media management 2.14 Provide strategic leadership, management and supervision of the Community Relations and Marketing Team 2.15 Oversee the School's Parent Lounge 2.16 Effectively fulfill the role of the School's Privacy Officer, maintaining currency with legislative requirements, overseeing policy development and compliance in this area 2.17 Develop and manage the annual Communications and Marketing budget, and liaise with external contractors, vendors etc. 2.18 Oversee production, storage and use of images and footage 2.19 Promote and comply with IGS policies and procedures and ensure compliance and appropriate record keeping |
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- 2.20 Attend to WHS requirements and actively promote safety and the exercise of duty of care to all our students and staff
- 2.21 Understand Child Protection legislation and immediately refer any related concerns to the Principal
- 2.22 Develop an annual calendar and work plan to ensure that all aspects of the portfolio are managed effectively and efficiently
- 2.23 Oversee the School's website to ensure that it remains a high quality representation of the School
- 2.24 Advise on Privacy compliance at the School.
- 4.5 have demonstrated ability and initiative to work independently and as part of a team
- 4.6 be highly organised, with meticulous attention to detail
- 4.7 understand the importance of protecting and enhancing the School's brand
- 4.8 have flexibility for some work outside regular hours on weekends or evenings
- 4.9 have capacity to embrace the School's culture, values and Code of Conduct.

3. QUALIFICATIONS AND EXPERIENCE

The Director of Media, Communications and Marketing will have:

- 3.1 extensive experience and qualifications in communications management and media relations
- 3.2 well-developed technology skills, particularly in the use of databases, email, MS Office and Google Suite
- 3.3 powerful proficiency in social media, marketing, repurposing content, editing, and copywriting.

4. PERSONAL ATTRIBUTES

To succeed in this portfolio you will:

- 4.1 have exemplary written and verbal communication skills in English
- 4.2 enjoy working rapidly and accurately in a vibrant environment with multiple deadlines
- 4.3 be a self-aware, trustworthy, collaborative and empathetic leader, with the ability to be decisive and directional where situations demand
- 4.4 be an innovative and strategic thinker

