ROLE DESCRIPTION | MARKETING COMMUNICATIONS MANAGER

THE SCHOOL

Glenaeon is an independent Steiner school offering a holistic curriculum from Pre-School to Year 12 that meets and enriches the NSW syllabus requirements.

Our educational philosophy and practice was developed by and evolves out of the work of Rudolf Steiner. Our approach to learning encourages expansive thinking, development of the living spirit and profound connection to the wisdom of the past, realities of the present and possibilities of future.

Learning at Glenaeon takes place in a truly unique setting blending natural and built environments within a deeply connected community – people, place, purpose.

OUR MISSION

We provide a holistic and rigorous education that inspires imagination, creativity and the growth of good character within a deeply connected community.

OUR VISION

"Our highest endeavour is to develop young men and women who out of themselves are able to impart meaning and direction to their own lives".

- Dr Rudolf Steiner (attributed)

ROLE PURPOSE

The Marketing Communications Manager plays a key role in developing and implementing marketing strategies and communication initiatives to promote our school's brand, programs, and achievements. This position is responsible for managing various marketing channels, including digital platforms, social media, and traditional media, to effectively engage prospective families, current parents, alumni, and the wider community. The Marketing Communications Manager collaborates with the Head of School, and works closely with the admissions team, faculty, and staff to ensure consistent and impactful messaging that aligns with the school's mission, vision, and values.

REPORTING RELATIONSHIPS

Reports To: Head of School (Principal)
Direct Reports: Marketing Coordinator

KEY RESPONSIBILITIES

1. Marketing Strategy, Planning and Delivery:

- Develop and execute comprehensive marketing strategies in alignment with the school's goals and objectives.
- Conduct market research and competitor analysis to identify trends, opportunities, and target audiences.
- Collaborate with the HoS and Finance Manager to establish annual marketing goals and budgets.

2. Brand Management:

- Maintain a strong and consistent brand image for the school across all marketing and communication channels.
- Develop and enforce brand guidelines to ensure consistent messaging and visual identity.
- Oversee the creation and production of marketing materials including Prospectus, AEON Magazine, Handbooks, Print & Digital advertising, brochures/flyers, Directory listings, website content, videos, oversee 20 x Newsletters per annum, and daily social media content and management.

3. Digital Marketing and Social Media:

- Manage the school's online presence, including the website, Search, Analytics, GLO, social media platforms, and email campaigns.
- Develop and implement digital marketing strategies to increase brand visibility and engagement.
- Create and curate engaging content for various digital platforms to effectively reach target audiences.

4. Public Relations and Media Relations:

- Cultivate and maintain relationships with local media outlets to secure positive coverage and media opportunities.
- Write and distribute press releases, and other communications materials.
- Monitor and respond to public inquiries and comments on social media channels.
- Issues management
- Government Relations – local, State and Federal level

5. Event Marketing:

- Plan and coordinate marketing efforts for school events, such as tours, Open Days, EXPOs, admissions fairs, and alumni gatherings.
- Develop event-specific promotional materials and advertising campaigns.
- Evaluate the effectiveness of event marketing initiatives and provide recommendations for improvement.

6. Glenaeon Foundation - Fundraising

- Strategy development
- Planning and execution of campaigns
- Creation of campaign wording and materials
- Assist with donor relations and stewardship
- Reporting and team management

REQUIREMENTS FOR THE ROLE

- High level communication and interpersonal skills;
- Excellent written and verbal communication skills, with the ability to tailor messages for different target audiences.
- Collaborate and work effectively in a team;
- Bachelor's degree in Marketing, Communications, or a related field
- Proven experience in marketing and communications roles, preferably within the education sector.
- Strong knowledge of marketing principles, branding, and digital marketing strategies.
- Proficiency in using digital marketing tools, content management systems, and social media platforms.
- Experience in media relations and public relations is highly desirable.
- Ability to work collaboratively in a team environment and manage multiple projects simultaneously.
- Creative thinking and problem-solving skills, with keen attention to detail.
- Sense of humour.

WORK HEALTH AND SAFETY (WHS)

Actively support and contribute to the maintenance and development of a safe working environment by:

- Identifying and reporting incidents/hazards/injuries/potential hazards;
- Participating in WHS training and education as appropriate; and
- Engaging with the School's WHS policies and procedures.

CHILD SAFETY

All children and young people who come to Glenaeon Rudolf Steiner School have a right to feel and be safe. We are committed to providing a child safe and child friendly environment, where children and young people are safe and feel safe, and are able to actively participate in decisions that affect their lives.

We have a zero tolerance for child abuse and other harm and are committed to acting in students' best interests and keeping them safe from harm.

The School regards its child protection responsibilities with the utmost importance and is committed to providing the necessary resources to ensure compliance with all relevant child protection laws and regulations and maintaining a child safe culture.

Each member of the School community has a responsibility to understand the important and specific role they play individually, and collectively, to ensure that the wellbeing and safety of all students is at the forefront of all that they do, and every decision they make.

Glenaeon
Rudolf Steiner School

The School's Statement of Commitment to Child Safety has been designed to reflect the National Principles for Child Safe Organisations.

TERMS OF EMPLOYMENT

Permanent full-time

REMUNERATION

Role classification level is determined in accordance with the Independent Schools NSW (Support and Operational Staff) Multi-Enterprise Agreement 2021.