Marketing Communications Manager

(Permanent Full-time)

- Unique leadership opportunity with strategic brand focus
- Supportive and collaborative team
- Salary packaging available

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 practices were 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 for the present and possibilities of future.

As the first Steiner School in Australia, Glenaeon has a fine heritage of pioneering work in innovative education dating back to our origins in 1957. We now educate up to 500 students from Preschool to Year 12 across three campuses at Castlecrag, Middle Cove and Willoughby on Sydney's Lower North Shore.

We are seeking an experienced and creative **Marketing Communications Manager** to lead and deliver Glenaeon's marketing, communications and brand strategy. This role is integral to shaping the School's public profile, strengthening community engagement and supporting enrolment growth whilst promoting the distinctive values of Steiner education.

The Marketing Communications Manager reports directly to the Head of School and leads the Marketing and Enrolments Coordinator in developing and implementing strategies that connect prospective families, current parents, alumni, donors and the wider School community with the mission, vision and values of Glenaeon.

The successful candidate will drive the School's brand presence across digital, print and media channels, oversee major publications and campaigns, support fundraising initiatives and foster meaningful engagement with key stakeholders.

Essential requirements for this role:

- Tertiary qualifications in Marketing, Communications, Public Relations or a related discipline.
- Demonstrated experience in a marketing and communications leadership role.
- Exceptional written and verbal communication skills, with the ability to tailor messaging for diverse audiences.
- Strong understanding of branding, digital marketing, social media and content strategy.
- Experience managing websites, digital campaigns, analytics and marketing technologies.

- Proven ability to manage multiple projects and deadlines while maintaining attention to detail.
- Strong relationship-building skills and the ability to work collaboratively across a diverse community.
- Creative thinking, initiative and a solutions-focused approach.
- Experience within the education sector will be highly regarded.

Salary for this role is dependent on qualifications and experience. The successful candidate must also provide a Working with Children Clearance prior to commencing.

To enquire or apply for this position, please complete our Employment Application Form and attach a cover letter & resume, or apply via SEEK. Please contact 9932 2300 or humanresources@glenaeon.nsw.edu.au for further information or confidential discussion. Applications will be reviewed and processed as they are received.

Glenaeon is proudly a child-safe organisation.