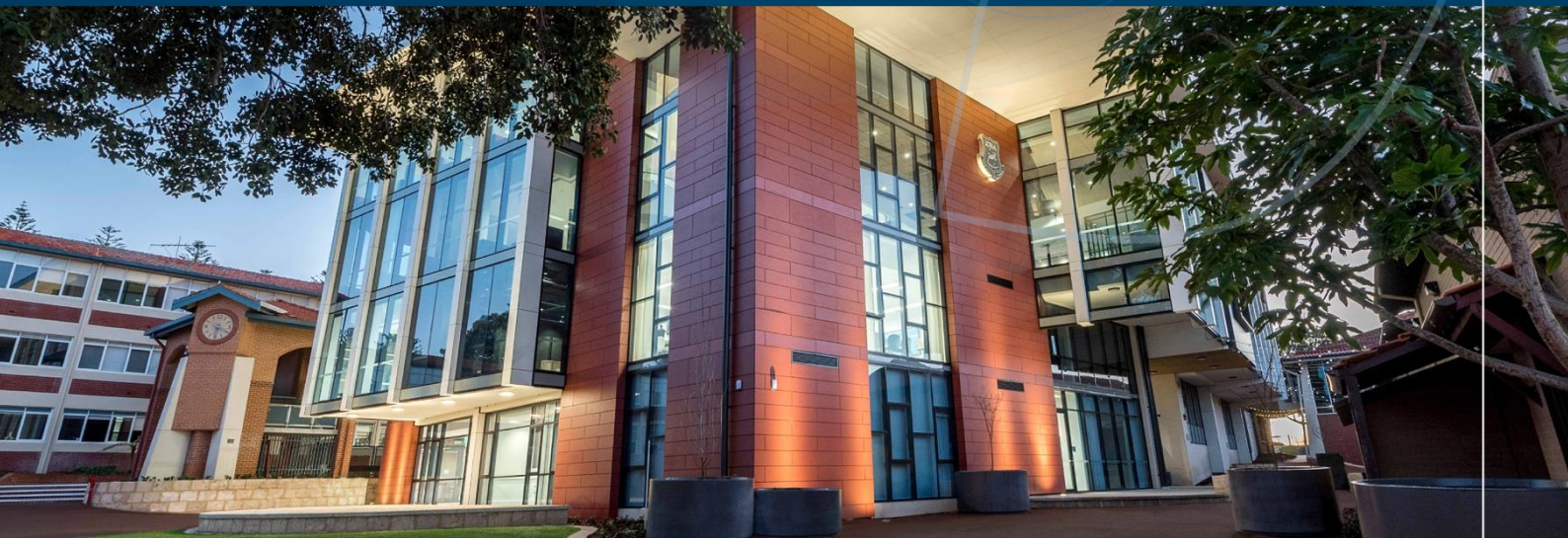


IONA PRESENTATION COLLEGE POSITION DESCRIPTION

# DIRECTOR OF COMMUNITY RELATIONS & MARKETING



**IONA**  
PRESENTATION COLLEGE





## Director of Community Relations & Marketing

We, in the Iona community, consider it a privilege to be involved in the education of tomorrow's leaders. We have a reputation as a friendly school, and this is obvious when walking through our campus. When a child joins us, their whole family becomes part of the Iona community and all that it encompasses. Past Pupils and members of our current community hold close a maxim that defines the educational experience we all work to offer: 'Making a difference, together'.

### Mission and Values

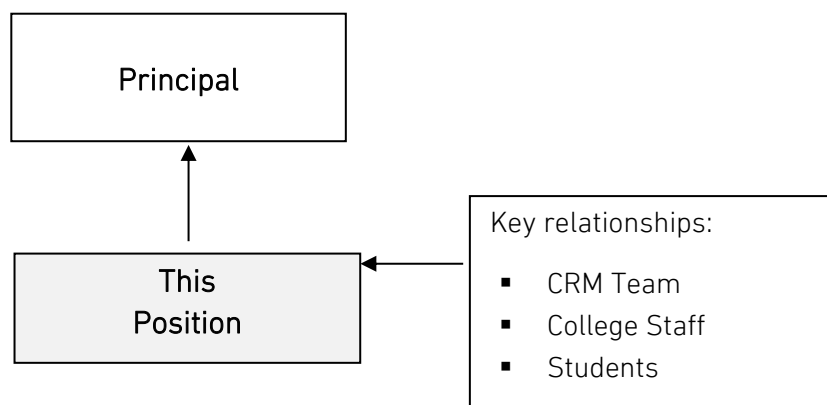
In accordance with the teaching of Jesus Christ, through the tradition of the Catholic Church and inspired by the compassion of our Founder, Nano Nagle, Iona Presentation College strives to achieve the best spiritual, intellectual, physical, and cultural outcome for our students.

Six Iona values underpin all that the College strives for. Each year, a value is chosen as a focus. By the time students reach Year 12, they have lived through and practiced each value to the best of their ability.

- **Courage & Integrity:** To be true to ourselves, to be genuine to others, to live with honour and demonstrate personal conviction.
- **Love of Learning:** To ignite a passion for lifelong learning that enables us to explore, reflect, create, and achieve.
- **Heritage & Tradition:** To celebrate our Presentation heritage as a foundation for embracing and building our future.
- **Excellence:** To discover opportunities, set challenging goals, develop a strong work ethic, and strive to do our best.
- **Community:** To be a people of "welcoming heart" and kindness who create a sense of belonging where each member of our community is valued.
- **Social Justice & Compassion:** To inspire all to live the Gospel of Jesus Christ and, informed by the Catholic Social Teaching, to take action for those in need in our communities.

Section	Community Relations & Marketing
Position	Director of Community Relations & Marketing

## Position Relationships



## Outline

The Director of Community Relations & Marketing is responsible for leading the Community Relations & Marketing team and to develop strategies and programs, designed to represent the College successfully, and make positive contributions to the community. This role is to nurture relationships between the College and all staff, external organisations, the media, the local and virtual community. This role also supports the College marketing initiatives and to act as a representative for the College at public events. The primary role of the Director of Community Relations & Marketing is to improve and maintain positive relationships with everyone, both inside and outside of the College.

## KEY RESPONSIBILITIES

### Marketing

- 1 Assist the Principal with the implementation and revision of the College Marketing strategy.
- 2 Manage and coordinate the College branding and oversee the implementation of the College Style Guide.
- 3 Coordinate, oversee and attend programs and events that support enrolment targets including, but not limited to, Open Mornings, Public Relations Events and Reunions.
- 4 Undertake market research on brand awareness, communication strategies and market trends.
- 5 Collaborate with the College Executive Team on the Marketing and implementation of an evolving brand management program.
- 6 Provide marketing guidance and support to the Registrar in the Marketing of all enrolment and scholarship procedures, documentation, and communications.
- 7 Consistently develop, seek and harness all opportunities to promote the College in a positive manner.
- 9 Coordinate all print and advertising campaigns for the College.

### Public Relations

- 1 Develop processes and support links with local feeder Primary Schools and Parishes.
- 2 Provide regular updates to the Principal for the College Advisory Council and the College community on the activities of the Community Relations and Marketing team.
- 3 Coordinate and assist with celebration activities for College milestones and significant events as they relate to the marketing of the College.
- 4 Manage relationships with local and state media and produce regular updates on College achievements and events for local newspapers.
- 5 Work closely with the Iona Parent Council and its sub-committees to:
  - strengthen communications
  - support events
  - raise their profile
  - develop parent groups and sub-committees
  - update Parent Council website
  - be the Executive Officer on the Iona Parent Council.
- 6 Coordinate online bookings for whole College marketing events as required.
- 7 Work directly with the Iona Past Pupils' Association (IPPA) to:
  - organise networking events/reunions
  - build a volunteer base and maintain the IPPA Executive committee and associated sub-committees
  - support all IPPA initiatives
  - maintain the IPPA website and database
  - Be the Executive Officer on the IPPA Executive Committee

### Media

- 1 Together with the Media and Publications Officer, oversee the management of the College's online presence; social media, website and portal as well as print presence, ensuring its consistency and alignment with the overall marketing strategy.

## **Publications**

1. Oversee and collaborate on all College publications, alongside the Media and Publications Officer and Graphic Design and Publication Officer.
2. Project Manage, edit and write the bi-annual IPPA publication, *esprit de corps*.
3. Oversee all College photography for staff and students.
4. Together with the Media and Publications Officer and the Graphic Design Officer, review and develop the design of all College publications ensuring they align with the overall marketing strategy.

## **Other Duties**

1. Be responsible for developing and maintaining a budget for the Community Relations and Marketing Department, including the IPPA Budget.
2. By invitation, meet with the College Executive Team to improve systems and procedures that ensure College activities and initiatives align cohesively with the overall marketing strategy.
3. Other ad hoc duties as requested by the Principal.

## **Qualifications**

1. Degree or relevant qualification in Journalism, Marketing, Communications,
2. Advanced level of photography skills.
3. Advanced level of IT skills, including Microsoft Office Suite, InDesign and Adobe.
4. Experience in a Marketing, Communications or Media officer role, preferably within an educational setting.
5. Experience working with written media (advertising and editorial).

## **Personal Attributes**

1. Model and maintain the Catholic and Presentation ethos and traditions of the College.
2. A warm, welcoming and friendly disposition.
3. The ability to maintain confidentiality and a strong sense of loyalty.
4. Professional, well-spoken, familiar with protocol and etiquette.
5. Excellent interpersonal, written and oral communication skills.
6. Demonstrated capacity for self-directed work, well organised and for taking initiative.
7. Ability to work independently and as part of a team.
8. Demonstrated accurate attention to detail, flexible, creative and innovative.
9. Advanced level of IT skills, including Office 365, Word, Excel, Teams, OneNote, Outlook.

## **CEWA Requirements (CECWA Policy – Appointment of Staff in Catholic Schools)**

1. It is a condition of employment that staff are committed to Catholic values and will cooperate actively in fostering the College's mission through its life and curriculum (Bishops Mandate, 96).
2. Commitment to undertake Accreditation to Work in a Catholic School with the Catholic Education Office.

- 3 Staff must be fully supportive of the objectives and ethos of Catholic Education.
  - 4 Child safety and protection is a fundamental responsibility for everyone in the College.
  - 5 All applicants are required to provide a current Working with Children card.
  - 6 Comply with all College Procedure statements.
  - 7 Comply with all Catholic Education Commission of Western Australia Policy Statements.
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**Please Note:**

This position description provides a general overview of the role and responsibilities of the position. It is not intended to be all inclusive and the incumbent may be required, at the discretion of the Principal, to perform tasks, duties and responsibilities not otherwise listed. The Principal reserves the right to adjust this Job Description in consultation with the successful candidate, to meet the needs of the College.