



St Norbert
College

COMMUNITY RELATIONS, MARKETING & ALUMNI OFFICER ROLE DESCRIPTION

It is the vision of St Norbert College to create a Christian community which lives the Gospel values, offers a nurturing and inclusive school life for young people, and where our teaching staff provide an education which fosters the growth of our students pastorally, academically and socially and equips them with the means for life-long learning.

To be successful in the role you will be a supportive and active contributor towards the realisation of our vision, playing an important part in the culture of the College and the future of our students.

The Community Relations, Marketing and Alumni Officer is responsible for the development and implementation of the school's marketing and communications strategy which focuses on maintaining and building high enrolment levels, as well as ensuring that the school communicates effectively and positively with all stakeholders to build community and maintain the school's positive reputation, while supporting the College's Vision, Mission, and Values and is achieved in a professional and entrepreneurial manner within an explicit Christian context.

This is a fulltime 12-month contract (Parental Leave replacement) position commencing July 8, 2024, or a date to be negotiated.

CORE REQUIREMENTS

- Be supportive of the Catholic and Norbertine ethos of the College.
- Hold a current Department of Education and Training Police Clearance and a Working with Children Check.
- Abide by the guidelines contained in the St Norbert College Code of Conduct.
- Undertake Mandatory Reporting training (CPPMR) and maintain annually.
- Proficient communication and interpersonal skills.
- Personal commitment to tasks undertaken.
- Enthusiasm and energy.
- High standard of organisational, planning and time management skills.
- Excellent communication and interpersonal skills.
- Well-developed problem-solving skills.
- Able to work as an individual as well as part of a team.
- Professional standard of dress and personal presentation.

EDUCATION/QUALIFICATIONS

ESSENTIAL

- A tertiary qualification or equivalent experience in a marketing/communications, public relations, development or related field experience and skills essential.
- Experience in a similar role.
- Excellent communication skills, both written and verbal.
- A broad knowledge of and experience with online technologies and digital/social marketing strategies.
- Photographic experience essential.

- Experience and evidence of an excellent working knowledge of a variety of computer programs and online systems including:
 - Website content management systems CMS.
 - Adobe Creative Suite (specifically InDesign and Photoshop, and to a much lesser extent, Premiere Pro and Illustrator).
 - Microsoft Office.

DESIRABLE

- Experience in the education sector.
- Project management experience.

RESPONSIBILITIES AND DUTIES

Direct all marketing, promotional and public relations activities for the school whilst maximizing and protecting the school's image, reputation and public profile.

- Manage the school's promotional advertising and devise and develop new marketing initiatives for the school.
- Conduct tours of the College as required.
- Write and distribute press releases. Liaise with the media to ensure publicity for school/student achievements (i.e. CEWA web news, The ERecord, local parishes, local newspapers etc).
- Manage photography requirements for publications, displays, promotional items, the website and attend events to take photos or organise with the assistance of the College Media Captain (Community Mass, student socials, camps/retreats, College assemblies etc) ensuring they promote the College and organise them as a historical record on the Global drive.
- Liaise with suppliers, including graphic designers, printers and advertising agencies, to ensure continuity of the St Norbert College brand.
- Ensure publications are produced within the school's style guide.
- Prepare Power Points for special events (i.e. Presentation Night, Creative Arts etc).
- Liaise with Alumni to promote reunions.
- Devise and manage the marketing budget and strategy.

Manage the Design and Production of Key College Publications and Promotional Materials

- Editor of the Koinonia (College yearbook).
- Co-ordinate with the Deputy Principal, production of the College Diary.
- Liaise with designers, photographers, printers and suppliers.
- Oversee the production of the newsletter (3 per term) and two issues of the Alumni magazine, Norbertus, each year as well as other key publications.

Online Marketing

- Management and ongoing development of the school's website.
- Management and implementation of the school's social media strategy.

Promotion of the Program of Community Building Events

- Organise promotion of special events such as Open Days, Primary School Visits, Sensational Science Day, Creative Arts Exhibition, Parent Seminars, etc.

St Norbert College Bus Services

- Upon request of the Principal, to conduct market research on the feasibility of new special bus services.
- Keep material related to the special bus services up to date and readily available.

This position incorporates some evening and weekend work.

St Norbert College encourages applications from Aboriginal and Torres Strait Islander people, people with a disability, people of all ages and people from culturally diverse backgrounds.