



Marketing and Communications Coordinator

Position Title:	Marketing and Communications Coordinator
Job Reference:	230802
Reports To:	Marketing and Communications Manager
Nature of Employment:	Ongoing, 1.0 FTE (44 weeks per year) Some out of hours work required
Commencement Date:	ASAP by negotiation

College Overview

Emmaus Christian College is an independent, non-denominational Christian school. We provide high quality Christian education to children and young people who are from Christian families that are actively involved in their local church and other families who fully support the involvement of their children in the Christian teaching, life and expression of the school.

Emmaus Christian College is one school, two campuses. The Brooklyn Park Campus caters for ELC to Year 6. The South Plympton Campus caters for Foundation to Year 12.

Both campuses offer a seamless pathway to Year 12. Children who have completed Year 6 at Brooklyn Park have guaranteed entry into Year 7 at the South Plympton.

At Emmaus Christian College we want our students to:

- **Belong** – to know others and be known
- **Flourish** – to discover and grow into who they are in Christ
- **Think** – to build their knowledge, apply their skills and discern the truth
- **Respond** – to respond to the call of God in their lives

Key Purpose

The Marketing and Communications Coordinator is responsible for the coordination of the College's marketing and communications activities across all campuses from Early Learning to Year 12 to support the College's Strategic Plan.

Key Responsibilities

Marketing and Promotions

- Contribute to the development of innovative marketing initiatives through collaboration and critical thinking.
- Coordinate digital marketing campaigns, including search engine marketing and social media, and provide ROI reporting.
- Coordinate promotional events, such as tours and open days, in collaboration with relevant staff.
- Develop and maintain the College's social media presence and create engaging and purposeful content.



- Develop promotional materials and advertising, including copywriting, graphic design, and printing.
- Capture photographs and videos of student activities for promotional and community engagement purposes.

Communications

- Coordinate the production of the College Yearbook including planning, content curation, liaison with key staff, designers and publisher.
- Coordinate and produce the fortnightly e-newsletter.
- Support Student Services with parent communication relevance and seek opportunities to improve overall College communication.

Website

- Administration and maintenance of the College website to ensure content is current, relevant and compelling.
- Review and measure the website effectiveness through Google Analytics and liaison with our Digital Marketing Agency.
- Liaise with College staff including, Faculty Coordinators, Leadership and Enrolment Officers to ensure their respective pages are accurate and support their faculty objectives.

Community Engagement

- Administer and promote school events and performances, including ticketing.
- Support Sub-schools and in promoting end-of-year graduations, speech nights, and assemblies.
- Support the Old Scholar's activities with the coordination and promotion of events, periodic reunions and publications.
- Conduct surveys of existing families and students to support marketing and promotional activities.
- Assist in coordinating parent community events and support volunteer engagement.
- Support and advocate for volunteer engagement and seek opportunities to recognise and recruit volunteers.

Brand Advocacy and Graphic Design

- Ensure the consistent use of the College logo/style guide across various platforms, including templates, signage, uniforms, and events.
- Maintain a strong and cohesive online brand presence through multiple websites and educational directories.
- Update internal forms, brochures, and documents while adhering to brand guidelines, utilising Adobe suite.
- Support the Operations Coordinator and Human Resources Manager in developing effective internal and external communications, including for recruitment, onboarding and staff recognition programs.

Selection Criteria

- Tertiary qualification in Marketing and/or Communications related discipline.
- Experience in a marketing and/or communications position including experience in some or most of the below:
 - Photography, videography and video production
 - Graphic Design including Canva, Adobe Creative Suite
 - Social media management and advertising
 - Website content management
- Demonstrated effective interpersonal, communication skills.
- To be a committed Christian with a deep desire to serve Jesus Christ as Lord.
- Critical thinking with proactive approach to problem solving.
- Excellent copywriting and written communication.
- Strong attention to detail and data accuracy.
- Team player, able to work collaboratively and build rapport with a range of stakeholders.
- Strong initiative, self-motivated and able to work with limited supervision.
- Highly organised with the ability to prioritise tasks.
- Valid Working with Children Check (can be sourced prior to commencement).

College Expectations

This role necessitates frequent travel between campuses, which will require the use of your own vehicle. There will be out-of-hours work required, recorded as time off in lieu.

All staff are expected to:

- Be a committed Christian with a strong passion for Biblically-based Christian education
- Contribute to the efficient and effective functioning of the team to meet College objectives by demonstrating appropriate and professional workplace behaviours, providing assistance to team members as required and undertaking other key responsibilities or activities as directed by the Principal or Line Manager
- Perform their responsibilities in a manner which reflects and responds to continuous improvement
- Support the policies and expectations of the College

Submitting Your Application

Closing Date: 9:00am, Monday 21 August 2023

Applicants should provide:

1. A written application that addresses the selection criteria outlined in the position description.
2. Curriculum Vitae which provides full personal details, qualifications, previous employment and experience.
3. A completed '[Application for Non-Teaching Position Form](#)'.

Application submissions must be sent to recruitment@emmauscc.sa.edu.au and include all three documents to be considered. In the subject line of your application, please state the Job ID 230802.

For further information about this position, please contact Human Resources on 8292 3888 or email recruitment@emmauscc.sa.edu.au