



Marketing Manager

Position Description

Role:	Marketing Manager
Commencement Date	May 2021
Tenure:	Full Time
Responsible to:	Principal

ABOUT US

Trinity Anglican College is a co-educational school with 1200 students from Kindergarten to Year 12. We are the largest independent regional school in NSW and a proud member of the Anglican Schools Commission. The College has earned a reputation as the 'school of choice' in this region because we believe that every child has the right to an engaging and joyful school experience.

Trinity has a dynamic and dedicated staff team. We believe in a collaborative staff culture and staff engagement, playing to people's strengths and providing opportunities for development and growth.

Our Strategic Vision focuses on the holistic wellbeing of a student. The empowerment of each student is essential to the fulfillment of the Vision.

THE ROLE

The Marketing Manager holds an important role of responsibility for the development and implementation of creative and integrated marketing strategies, promotion campaigns and external communication initiatives that will raise the College's profile among prospective students and the entire Albury Wodonga Region to build the College's reputation, brand position and student recruitment.

They will be responsible for the execution of marketing programs from start to finish, leveraging internal support and driving collaboration with external stakeholders to deliver consistent and professional events.

They will manage the College's social media accounts and website to ensure an accurate and appealing social media presence.

Regular analysis of stakeholder trends, marketing best practices and social media activity to build successful strategies in line with market changes.

ORGANISATIONAL RELATIONSHIPS

The School Marketing Manager is:

- Responsible to the Principal
- Manages and oversees the Enrolments Officer
- Works with the ICT Manager
- Works with the Deans of the Senior School and the Head and Assistant Head of Junior School
- Supports the Parents and Friends Committee

RESPONSIBILITIES AND DUTIES

The key responsibilities of the role include (but are not limited to):

- Develop creative briefs and guide creative direction to meet objectives for all advertising and public-facing communications, including print, digital, and video assets
- Conceptualise and execute on multi-channel campaigns across the prospect and student lifecycle, ensuring the alignment of communications and messaging across all channels
- Manage content and updates for customer and internal touch points, establishing budget guidelines, participating in events, documenting business processes, and providing additional sales support
- Gather customer and market insights to inform outreach strategies, increase customer conversions, and generate more qualified leads
- Identify effectiveness and impact of current marketing initiatives with tracking and analysis, and optimise accordingly
- Present ideas and final deliverables to internal and external teams, and communicate with senior leaders about marketing programs, strategies, and budgets



REQUIREMENTS OF THE POSITION

Essential

- Bachelor's degree in marketing, business, or related field
- Excellent written and verbal communication skills
- Proven experience developing marketing plans and campaigns
- Strong project management, multitasking, and decision-making skills
- Metrics-driven marketing mind with eye for creativity
- Experience working in Adobe Suite, particularly InDesign
- Proficiency with online marketing and social media strategy
- Proven experience designing interactive applications and networking platforms
- Established press and media contacts
- The ability to work collaboratively as part of a multidisciplinary team, and independently
- Must be supportive of the Christian ethos of the College
- Current Working with Children Check



REMUNERATION

Terms and Conditions of employment will be in accordance with the 'Independent Schools NSW (Support and Operational Staff) Multi Enterprise Agreement 2017'. Remuneration will be determined by the Principal according to qualifications and experience.

STATEMENT OF COMMITMENT TO CHILD SAFETY

Trinity Anglican College is committed to being a Child Safe organisation. The College has a zero tolerance for child abuse and is committed to acting in children's best interests and in keeping them safe from harm. Trinity Anglican College regards its child protection responsibilities with the utmost importance and, as such, is committed to providing the necessary resources to ensure compliance with all relevant child protection laws and regulations to maintain a child safe culture.