

Schedule 1 - Position Description

TITLE:	Marketing & Communications Coordinator
RESPONSIBLE TO:	Principal / Head Of Administration (HoA)
LIAISON WITH:	Staff, Students, Parents and Community
LOCATION:	2 Nagle Avenue, Elsternwick, Vic 3185

Organisation Overview

Leibler Yavneh College is a modern, Orthodox, Zionist Jewish day school, known for its strong community spirit.

The College is seeking to fill the role of Marketing Coordinator to join the newly developed Marketing, Communications and Admissions team and support the activities and initiatives in this area of strategic importance.

The key purpose of this role is to execute marketing initiatives, oversee enrolments administration and support a variety of activities in line with the College's values and goals. This role helps to strengthen Leibler Yavneh College's public, community and sector profile by creating compelling and meaningful material that authentically represents Yavneh. This will require a blend of story-telling, copywriting, campaign management, content strategy and execution. The role also holds responsibility for the management of Enrol HQ.

Our expectation is that staff will maintain the Yavneh's high standards and strive to achieve excellence in all that they do.

Position Overview

Reporting to the Principal and Head of Administration, the Marketing Coordinator will work across the College. The successful candidate will identify, curate and utilise the rich supply of content to effectively communicate with a range of stakeholders, raising our profile and supporting the strategic goals of the College. Consistency of our key messaging and promotion of our brand will be paramount. The incumbent will also need to oversee the enrolments function of the College, taking ownership of the database and customer service processes in place, as well as implementing new strategies to recruit and retain Yavneh families.

The successful applicant will need to create, repurpose and distribute content in external and internal communications, both hard copy and online, as well as maintain our social media platforms and website. The individual will also need to work with key members of the Senior Leadership Team to deliver engaging events that amplify the College brand and encourage engagement and enrolments. This position will, together with other team members, also be responsible for evaluating the effectiveness of our communications activities.

This Position Description attempts to capture duties indicative of the day-to-day role of the Marketing and Enrolments Coordinator. Given the dynamic nature of the College environment, Yavneh reserves the right to alter roles and responsibilities to suit the leadership and management requirements at any point in time, in consultation with the incumbent.

Key Outcomes

The outcomes are the high-level expectations of the role that the College expects to be achieved.

These are the things that will be visible should the person in the role be operating effectively.

- The Yavneh brand is represented consistently, positively and in line with our values.

- The spirit of the Yavneh community is visible to current and prospective families, as well as broader community.
- Our parents know why Yavneh is an exceptional College, know why it is the best College for their child, and become active advocates for the Yavneh experience.
- Communications are produced in a timely, professional manner in line with Yavneh's high professional standards.
- A schedule of key communications and content is developed and delivered to a high quality, that reflects the offerings, values and purpose of the College.
- An effective family recruitment and retention strategy is developed and implemented.

Requirements

It is expected that occasionally functions and promotions will require after hours attendance and some weekend work, which may be taken at a later stage as time off in lieu (TOIL).

This position involves working with children. The appointment of a successful applicant will be subject to satisfactory employment screening for child related employment in accordance with the law.

- Hold a Working with Children Check

Key Responsibilities and Duties

1. Marketing

- Design, implement and assess annual marketing campaigns to drive engagement with the College.
- Plan, manage and assess the College's media content (traditional and social), including implementing and maintaining a content calendar, and maintain the Yavneh website to a high standard.
- Assist with promotional events for identified stakeholder groups, including existing and prospective families.
- Identify opportunities to promote Yavneh to the current and prospective College community, both locally, nationally and internationally through a range of marketing activities, and, on occasions, represent the College at such events.
- Support the implementation of relevant market research on the quality of the Yavneh experience to inform future marketing opportunities.
- Coordinate the annual College marketing photo shoot.

2. Public Relations

- Create a favourable image for the College in the broader community.
- Manage the use of the Yavneh brand across all College and external applications, including the use of photography, video and social media.
- Support the protection of the College's reputation, brand and use of the existing brand toolkit and style guide.
- Prepare communications material as requested (eg speeches, editorial, news articles).
- Manage media contact and liaison through fielding media questions, conducting staff and student interviews and pitching stories to the media.
- Represent the College at relevant events as requested.

3. Communications

- Develop content for, and support the production of College publications, including Keshet, the Annual Report and the Prospectus.
- Build relationships with teachers and the wider College community to source content.
- Take photos and video to create content and maintain a library of College images.
- Maintain the College's written style guide.

4. Enrolments

- Establish and oversee the College's admissions database processes and manage how future student data is stored and used for the College.

5. Other Duties

- Participate fully in the life of the College, including attending College events such as Speech Night.
- Photography of College activities, for promotional purposes.
- Assistance with events.
- Demonstrate and ensure compliance at all times with the College's Child Safety Policy and Child Safety Code of Conduct and undertake regular training in Child Safety standards.
- Other duties as required by Principal and Head of Administration.

Skills, Abilities and Personal Attributes

- Support the College's Vision, Purpose and Values
- Understanding of brand positioning, marketing and communications principles
- Proven experience in content creation, content calendar management, content repurposing and distribution
- Previous experience with digital, email and social media marketing, and an understanding of key analytics and success measures.
- Proven experience in maintaining social media platforms and websites
- Experience in writing content for a wide range of communications across varied channels, with advanced proof reading and editing skills.
- Possess self-motivation, creative endeavour and a willingness to accept responsibility
- Be proactive/show initiative
- High level of professional presentation and manner
- Capable photographer with some videography skills or enthusiasm and ability to develop them
- Demonstrated ability to manage positive working relationships and deliver excellent client service with both internal and external stakeholders.
- Ability to juggle multiple tasks and use initiative to adapt to various situations in a timely manner
- Flexibility and the ability to adapt and operate effectively in a changing environment
- A high level of confidentiality and discretion and an ability to deal with sensitive information in a diplomatic manner.
- Highly developed computer skills and literacy; MS Office and Adobe Creative Suite or Canva.
- Demonstrated ability to work both independently without supervision and within a dynamic, collaborative team environment.
- Possess knowledge of Child Safety standards, policies and procedures.
- Experience in education and/or non-profit environment desirable

Leibler Yavneh College is a modern, Orthodox, Zionist Jewish Day School. Applicants are not required to be Jewish, however must be supportive of the values and ethos of the Jewish faith.