



Summary

Responsible to:	Business Manager
Responsible for:	None
Hours:	20 hours per week, 4 -5 days per week Term time only 30 minutes for lunch
Remuneration:	SSSCA - Grade 5

Personal Characteristics

Strong Organisational Skills

Maintains good systems within the marketing and administration

- High degree of competence with Microsoft Office suite, Adobe InDesign, Photoshop and WordPress;
- Able to establish and maintain effective systems and communicate these clearly to others.
- Experience in marketing and communications preferably in the education sector desirable

Maintain good relationships

High quality communications with students, parents, staff, and senior management is maintained at all times

- Experience in liaising with media (print, tv, radio and online);
- Experience in dealing with photographers and film crews (for creating college marketing materials);
- Establish and maintain good working relationships with students, staff, parents, and members of community;
- Keep calm under pressure and focussed on seeking a solution.

Teamwork

Be willing to assist others in the work environment to provide high quality service and meet deadlines

- Contribute by sharing talents, interests, and expertise;
- Assist others when required in meeting deadlines for the department /college;
- Be flexible and adaptable to changes in procedures, system and regulations.

Personal Skills

Contribute to the administration and school team in meeting all organisation deadlines

- Show initiative;
- Ability to meet deadlines;
- Prioritise tasks;
- Ability to work independently;
- Strong attention to detail;

Tasks

Marketing

- Manage an integrated communications and marketing strategy for the College
- Ensure the communications and marketing strategy links the Day School, Preparatory School, International and Boarding
- Oversee the annual marketing budget and ensure it is fully maximised across Day School and Boarding
- Manage brand assets and materials for online and print, including liaising with website and print companies.

External Communications

- Manage communications to maintain and increase external brand awareness and recognition for the College;
- Manage relationships with key local and national media to maintain and grow coverage across all media streams;
- Assist and advise the Tumuaki/SLT in any outgoing media/comms messaging, especially for Issues Management;
- Maintain the photo library as a record of events and activities, as well as organise suitable marketing images for Day, Boarding and International. Work alongside the school photographer to ensure week-to-week coverage;
- Manage the college's social media accounts;
- Prepare advertisements for online and print.

Internal Communications

- Collate and edit the fortnightly Tumuaki College Newsletter;
- Collate and edit the Nelsonian (annual yearbook);
- Advises and supports teaching staff with regard to communications home to whānau;
- Ensure consistency of internal communications.

Administrator: _____

Headmaster: _____

Date: _____