



Job Title:	Communications, Marketing and Alumni Coordinator (0.8FTE)
Reports To:	Head of Community Relations
Direct Reports:	n/a
Section of School:	Ed Services
Liaises with:	Whole School

St Stephen's School Vision:	St Stephen's School is a Uniting Church School that is Christ centred, student focused and community based
St Stephen's School Values:	<p>The way that we go about our business at St Stephen's is underpinned by five core values. All students, staff and Council members are expected to embrace these values as they undertake their various roles.</p> <ul style="list-style-type: none"> • Faith • Learning • Care • Service • Community
Role and intent:	<p>In this role, there is a strong focus on coordinating, writing and producing content for the School's digital platforms and publications.</p> <p>The Coordinator will also be tasked with maintaining and growing the School's coverage within the media and community and growing the Alumni database and engagement.</p> <p>Basic graphic design skills, website management & maintenance and support of general marketing and communications objectives will also be required as part of this role.</p> <p>There will be some after school commitments from time to time.</p>
Role requirements:	<ul style="list-style-type: none"> • Work with Head of Community Relations on overarching communications and marketing strategies that guide day-to-day operation. • Delegated authority for communications, marketing and alumni matters if Head of Community Relations is not available. • Coordinate specified projects from start to completion, along with measuring success. • Coordinate freelance photographers to ensure school events get required coverage. • Assist with advertising campaigns, production, editorial, bookings and dissemination. • Oversee the School website design, copy and imagery to create and manage a streamlined external-facing site. • Identify proactive and reactive media opportunities across the campuses and liaise with the Head of Community Relations to decide the best way to disseminate the information and gain coverage for the School. • Seek out content for articles, conduct interviews, write and edit content for media releases, web articles (across the School's various platforms and topics), newsletters and marketing materials.



	<ul style="list-style-type: none"> • Assist with compilation, editing and delivery of annual yearbook. • Source, write, edit and publish content for social media where required, including checking relevant permissions. • Coordinating the School's social media platforms, directing the Digital Marketing and Events Officer in planning and posts ahead of time and be able to alter scheduled post content timetables if required. • Coordinate a more video-based approach to social media for high engagement. This may include organising filming, editing, interviews and production. • Monitor social media platforms for inappropriate comments and behaviour and respond to any enquiries. • Assist with design, layout and editing of publications including flyers, ads, banners, newsletters and posters when required. • Nurture and foster Alumni relationships and assist staff in sourcing alumni for School events if required. • Create regular and relevant alumni contact and manage the Alumni channels. • Liaise with Alumni regarding annual reunion organisation, support and materials. • Assist with creating fundraising and event opportunities among the alumni community. • Take photos at School events or of talent to accompany stories as required. • Establish and maintain key relationships with the School community. • Support your work team and identified leader / manager at all times. • Undertake and apply Work Health and Safety requirements and adhere to the School's policies and procedures at all times. • Additional duties as required from time to time. These may include assisting the team with technical and logistical support at major events. • May require some work outside the normal work hours. • Undertake and apply Work Health and Safety requirements and adhere to the School's policies and procedures at all times.
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<p>Key Performance Indicators:</p>	<ul style="list-style-type: none"> • Foster relationships with local media outlets and create media releases and content to maintain the School's media coverage with a view to grow this wherever possible. • Create engaging and appropriate content for the School's digital platforms and publications to continue to build the audience. • Create content that is free of spelling errors, grammatically correct, and according to the School's Style Guide. • Adhere to deadlines and manage workflow to meet them. • Grow the School's alumni database and their engagement with the School, identifying opportunities for partnerships, fundraising and exposure. • Always act in a manner that seeks to enhance the safety culture of the School. Participate in Work Health and Safety induction and training. • Other KPI's will be agreed with your manager through the induction process and ongoing evaluation and goal setting.
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<p>Selection Criteria:</p>	<ul style="list-style-type: none"> • Relevant Bachelor degree or qualification, or study towards • The Working with Children (Criminal Record Checking) Act 2004 applies for anyone working in child related employment
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	<ul style="list-style-type: none"> • National Criminal Record Checking (except Teaching staff) • Experience working with a diverse range of School stakeholders to achieve outcomes • Experience working in a Marketing and/or Communications role • Willingness to positively and actively contribute to the Christian culture of the School • Knowledge of working in a School environment is preferred but not necessary.
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I understand and accept the responsibilities as outlined in this Job Description.

Signed: [acceptance_status]

Date: [acceptance_date]

This document was approved by the Head of Community Relations on 03/03/2021

The below information is not required to be printed

Version	Date	Review Date	Author	Comments	Approval
3	Feb 2021	Feb 2023	Steph Snyman	Electronic signature	P&C
2	Sept 2018	Aug 2020	Valery Wells	Rebranding	E-Team
1	July 2014	July 2015	Maria Moraitis	New	CFO