

## Position Description

### OUR MISSION

*Moore College exists to enable men and women to deepen their knowledge of God, through higher education in the field of theology, so that they might faithfully and effectively live exemplary Christian lives, proclaim and teach the word of God, and care for others in the name of Jesus Christ in all the world, to the glory of God.*

<b>Position Title:</b>	Marketing and Communications Manager
<b>Industrial Instrument and classification:</b>	Educational Services (Post-secondary Education) Award Level 7-8
<b>Reports to:</b>	Head of Foundation
<b>Primary Purpose of Position:</b>	<p>Develop, implement and manage the Moore College marketing and communications strategy including:</p> <ul style="list-style-type: none"> <li>▪ Develop, implement and monitor an integrated marketing plan in line with College objectives and strategic plan</li> <li>▪ Play a key role in maintaining a distinct brand image and positioning for the college</li> <li>▪ Provide internal and external marketing and communications support and media advice and liaison (creative, planning, design, production or distribution)</li> <li>▪ Manage the production and implementation of marketing campaigns &amp; communications collateral</li> </ul>
<b>Special tools/equipment used:</b>	Varied media, communications and social media platforms
<b>Special environmental conditions:</b>	n/a
<b>Interpersonal relations/relates to:</b>	<p>Internal</p> <ul style="list-style-type: none"> <li>- Marketing &amp; Communication</li> <li>- Alumni Officer</li> <li>- Digital Producer/ Designer;</li> <li>- Faculty</li> <li>- Principal</li> <li>- Events Manager</li> <li>- Finance manager</li> </ul> <p>External</p> <ul style="list-style-type: none"> <li>- External providers and suppliers</li> <li>- Students</li> </ul>
<b>Number of staff under supervision:</b>	Marketing and Communications Officer

<b>Budget and/or revenue accountable for:</b>	
<b>Mandatory qualifications and/or licences:</b>	Child Safety Check required for all employees
<p><b>Essential Criteria:</b></p> <ul style="list-style-type: none"> <li>• Tertiary marketing qualifications and at least 8 years-experience in marketing</li> <li>• Proven track record in delivering successful Marketing and Communication campaigns from conception to completion</li> <li>• Experience in leading a team</li> <li>• Extensive experience in digital marketing, social media and online communications</li> <li>• Ability to communicate with a diverse group of people, both in written and verbal forms</li> <li>• Experience managing budgets</li> <li>• Experience in print, audio and video production</li> <li>• Understanding of the Sydney Anglican Diocese</li> <li>• Ability to understand and enthusiastically promote the Christian Mission and Values of Moore College</li> </ul>	
<p><b>Desirable Criteria:</b></p> <ul style="list-style-type: none"> <li>• Experience in the education sector</li> <li>• Experience in diverse media and communication settings</li> <li>• Event management experience</li> <li>• Skills in graphic design</li> <li>• Good creative instincts in relation to the use of marketing and communication to promote the College</li> </ul>	

<b>Key Accountabilities</b>		
<b>Key Performance Area</b>	<b>Key Tasks</b>	<b>Performance Indicators</b>
<b>Marketing Strategy</b>	<ul style="list-style-type: none"> <li>• Develop an integrated marketing strategy and plan</li> <li>• Develop an annual budget to implement the plan</li> <li>• Assist in the development of marketing processes to achieve core objectives, including clear identification of target market/s and segments</li> <li>• Support new business initiatives, through: <ul style="list-style-type: none"> <li>- Co-ordinating and sponsoring market research.</li> <li>- Sourcing and testing databases for any direct marketing required.</li> <li>- Developing marketing plans for any College initiatives, in consultation with the responsible faculty or staff member</li> </ul> </li> <li>• Support the Faculty and Staff teams in developing internal and external media and communications.</li> </ul>	<ul style="list-style-type: none"> <li>• An integrated marketing strategy and plan is produced and implemented each year</li> <li>• The plan is regularly reviewed against institutional goals, priorities &amp; performance</li> <li>• Effectiveness of all media &amp; communication collateral as measured by media indices, response from clients, consistency of messaging in accordance with institutional ethos, strategy and priorities</li> </ul>
<b>Communication</b>	<ul style="list-style-type: none"> <li>• Market the College through existing communications channels and identify new channels as required</li> <li>• Supervise the development of advertising briefs in response to College needs</li> <li>• Produce content for all communication channels as required.</li> <li>• Ensure formal approval processes are followed</li> <li>• Implement digital analytics to increase visibility of Moore College and effectiveness of recruitment and fundraising</li> <li>• Produce and edit the Annual Report</li> </ul>	<ul style="list-style-type: none"> <li>• Produce or oversee production of briefs prior to commencement of work</li> <li>• Supervise sign off for all material proofs / artwork / and media design prior to production &amp; use</li> <li>• Assess feedback from key partners &amp; suppliers</li> <li>• Consistent branding to be maintained in accordance with key stakeholders</li> <li>• Analyse relevant data sources to assess strategy effectiveness</li> </ul>
<b>Moore College Branding</b>	<ul style="list-style-type: none"> <li>• Coordinate and monitor all external facing branding &amp; communication</li> <li>• Take steps to measure, enhance, and enrich the position and image of College</li> <li>• Promote brand awareness across all channels, including social media, print, radio, and video</li> <li>• Ensure all media and marketing material is consistent with Moore College identity, theological foundations and ethos</li> </ul>	<ul style="list-style-type: none"> <li>• Assess the effectiveness of all messaging (e.g. monitoring social media etc)</li> <li>• Assess strategies as part of an ongoing and consistent review process</li> <li>• Ensure quality and consistency of brand is at the centre of all media and communication used</li> </ul>

<b>Student Recruitment and Community Engagement Events</b>	<ul style="list-style-type: none"> <li>• Develop and manage the external Student Recruitment events schedule</li> <li>• Maintain MCS schedule</li> <li>• Arrange effective marketing of the College at Moore College public events including display material and signage</li> <li>• Managing meetings and communications with key stakeholders/organisers</li> <li>• Reviewing and renewing all materials for student recruitment</li> <li>• Provide internal and external marketing and communications support and media advice for events (creative, planning, design, production or distribution)</li> </ul>	<ul style="list-style-type: none"> <li>• Ensure Moore is present and promoted at key events.</li> <li>• Ensure Moore display signage is updated and in good condition.</li> <li>• Ensure MCS is run effectively</li> </ul>
<b>Digital Marketing</b>	<ul style="list-style-type: none"> <li>• Oversee the College's digital 'online' presence and brand</li> <li>• Manage the College website content</li> <li>• Administer and coordinate marketing communications content</li> <li>• Develop social media strategy, plan and oversee implementation of ongoing activity to enhance the profile of the College to specific target groups (internal &amp; external)</li> <li>• Ensure Moore has an effective and well maintain digital presence with quality content that drives engagement, enrolments and revenues</li> </ul>	<ul style="list-style-type: none"> <li>• Build &amp; implement strategies to increase traffic, hits, followers, and the reach of blogs &amp; forums amongst target groups</li> <li>• Enhance positive engagement and feedback from key partners &amp; followers</li> <li>• Web site provides relevant, accurate &amp; up to date info at all times &amp; encourages target groups to interact &amp; engage with MTC on a regular basis</li> </ul>
<b>Marketing Production Management</b>	<ul style="list-style-type: none"> <li>• Ensure competitive quoting &amp; tenders that consider quality, vendor capability, value</li> <li>• Implement financial monitoring of all projects and production, to ensure work is as requested and within budget</li> <li>• Oversee development, production and implementation of marketing campaigns &amp; communications</li> <li>• Prepare briefs to guide and assess creative &amp; production resources</li> <li>• Oversee production of print, audio, video and web media</li> </ul>	<ul style="list-style-type: none"> <li>• Quotes have been negotiated, orders and invoices are checked, agreed work completed consistent with contracts.</li> <li>• Review all completed projects and reconcile orders and invoices.</li> <li>• Ensure media and communications have been produced in a quality and timely manner</li> <li>• Ensure all merchandise is produced and consistent in quality, design and budget</li> </ul>

<b>Research &amp; ROI analysis</b>	<ul style="list-style-type: none"> <li>Oversee internal and external surveys, market research &amp; data capture</li> <li>Identify key target markets for advertising &amp; promotion, to ensure optimal reach for potential recruitment, donors and brand awareness</li> <li>Undertake research to inform student recruitment and fundraising priorities and goals.</li> <li>Ensure measurement &amp; post review for all marketing, production and fundraising activity including social media</li> </ul>	<ul style="list-style-type: none"> <li>Provide management with accurate research summaries for decision making purposes</li> <li>Produce basic ROI reports on various activities to demonstrate effectiveness or otherwise of all A&amp;P activity</li> <li>Use the CRM to mine data from Moore DB with the support of IT</li> </ul>
<b>Staff</b>	<ul style="list-style-type: none"> <li>Be responsible for the supervision, performance management, training and development of staff, volunteers, and student helpers within the team</li> <li>Ensure that all team members assist and cooperate</li> <li>Encourage teamwork and foster good communication with staff, Faculty and students.</li> <li>Encourage the participation of all staff in team meetings</li> </ul>	<ul style="list-style-type: none"> <li>Assess the participation of staff in team meetings and promote effective teamwork.</li> <li>Review events and debrief to ensure staff and volunteer growth</li> <li>Actively contribute to staff and volunteer development.</li> </ul>
<b>Workplace Health &amp; Safety</b>	<ul style="list-style-type: none"> <li>Compliance with WHS legislation and Policy and Procedures</li> <li>Participate in, promote and raise awareness of WHS with staff, Faculty and students</li> <li>Ensure the maintenance of a safe, clean environment for residents, staff, Faculty and students</li> <li>Attend mandatory WHS training</li> <li>Has a risk assessment and management approach to all activities</li> </ul>	<ul style="list-style-type: none"> <li>Evidence of participation in WHS education e.g. fire training, as required</li> <li>No evidence of noncompliance with WHS legislation and Policy and Procedures</li> <li>Evidence of WHS activities e.g. data collection and audits</li> </ul>
<b>Professional Development</b>	<ul style="list-style-type: none"> <li>Maintain current competencies</li> <li>Attend internal and external training as required</li> </ul>	<ul style="list-style-type: none"> <li>Competencies remain up to date</li> <li>Evidence of participation in internal and external training</li> </ul>

<b>Level of Decision Making</b>
<p><b>Decisions that can be made without referral to Supervisor/Manager:</b></p> <ul style="list-style-type: none"> <li>Implementation and interpretation of department policies and processes</li> <li>Implementation of instructed projects</li> </ul>

**Decisions that can be made after consultation with Supervisor/Manager:**

- Implementation and interpretation of new policies and procedures
- Identified opportunities for improvement
- Complex relationship issues and decision making
- Personal performance review and management

**Employment Related Issues**

**Performance Management**

- Annual Performance review.

**Acknowledgement**

I understand and accept the responsibilities as outlined in this position description.

Print Name

Signature

Date