



POSITION DESCRIPTION

TITLE: Marketing and Events Specialist

REPORTS TO: Principal via the Marketing Director and Business Manager

COMMENCEMENT: April/May 2022

POSITION OVERVIEW:

Liases with:

1. School Executive
2. Staff
3. Parents/Guardians
4. Students
5. Community

PHILOSOPHY:

The care of and interest in the individual student is one of the most important aspects that differentiates Pittwater House from other education institutions. Differentiating between the sexes and maximising the pedagogical needs of each gender is a core aim of Pittwater House Schooling.

Providing the students with an academic, relevant, global, 21st century educational experience that encourages the use of technology and critical thinking skills is central to the Pittwater House service.

Honesty and integrity are the first of the Pittwater House Core Values and need to be reflected in staff attitude towards all areas of the School. Confidentiality of records and information, both personal and corporate, is of paramount importance. In all dealings with parents, students, staff and members of the public your approach needs to reflect the high standard and reputation of the School and your actions need to be in accordance with relevant laws.

The Role

The Marketing and Events Specialist is responsible for the day-to-day management of all tours, events, lead management and marketing administration activities for the School.

Conditions of Employment

The terms and conditions of employment are according to the *Independent Schools NSW (Support and Operational Staff) Multi Enterprise Agreement 2021*. This position is classified as a Level 3 Senior Clerical Officer

Hours of Duty

The Marketing and Events Specialist role is a permanent part-time position, 32 hours per week. Some flexibility may be required to attend events outside of normal working hours for which time in lieu will be provided.

This role works across the full school year. Annual leave is expected to be taken in non-term time although this can be negotiated.

The Marketing and Events Specialist role is responsible, via the Marketing Director, for the following:

- Manage the marketing, logistics and administration of internal and external events, information evenings, tours, open days, expos and new student orientations in conjunction with the relevant school staff, Parents Association volunteers and external agencies.
- Nurture and track leads via email marketing campaigns, including scheduling, testing, and database management of prospective parents utilising the School's Software as a Service (SaaS) marketing automation system.
- Act as the content collator and editor of the School Yearbook, liaising with School staff and external agencies to manage its design and production.
- Manage the School's relationship with design agencies as required.
- Processing of invoices, collating of data for reporting, auditing of brochure wear and other administration duties.

The skills and requirements of this position are:

- A Bachelor's degree in Marketing or a related discipline
- Proven marketing skills and experience
- Demonstrated ability to work cohesively in a team and independently under direction
- Demonstrated high level of initiative
- Strong organisational, project and time management skills
- Highly developed interpersonal skills
- Very strong attention to detail with high levels of accuracy
- A thorough knowledge of contemporary marketing methods including SaaS marketing automation platforms and electronic direct mail marketing methods
- Good written communication skills, including content production
- Good understanding of print production
- Ability to work on tasks until completion
- Energy, drive and demonstrated diligence
- Sound IT and administration skills particularly Microsoft Office.

Desirable

- Fundraising experience and previous working in an independent school in a marketing capacity would be highly regarded.

Workplace, Health and Safety is the responsibility of all employees. All employees must perform duties in accordance with the Work Health and Safety Act and the workplace, health and safety requirements of Pittwater House.

Performance:

This role will be further developed to utilise the individual strengths and initiatives of the incumbent. There will be a review of the role on an annual basis.

March 2022