



**POSITION:** Marketing Manager

**REPORTING LINE:** Principal

**REPORTS TO THIS ROLE:** External Contractors, Agencies

**EMPLOYMENT STATUS:** Full-time with six-month probationary period

The McDonald College is a specialist, co-educational, K-12 school. It was founded on a belief of performance distinction, whether this is in academia, the arts or elite sport. All staff members of the College share and support this belief. A rare opportunity exists for a dynamic, creative, strategic and highly organised individual to lead the College's Marketing Department.

Reporting to the Principal, the Marketing Manager will be responsible for implementing and evaluating marketing initiatives, campaigns, events and programs aimed at promoting The McDonald College to target audiences to increase student enrolments and program revenue. This role involves dealing with a variety of internal and external stakeholders and is a role which also assists with the day-to-day marketing needs of the College. This is large, multifaceted role which works closely with College Executive, Administration, Academic, Boarding, Performing Arts and the P & F, in addition to external partners and contractors.

Due to the growing needs to the business, the successful candidate will also be responsible for engaging a Marketing Coordinator to assist within the Department.

#### **KEY RESPONSIBILITIES**

- Lead day-to-day and long term marketing strategies, including end-to-end campaign management
- Lead all acquisition marketing efforts across print and digital
- Lead engagement/relationship management strategies using direct marketing tools to drive results
- Update print collateral including prospectus, flyers, banners, merchandise and posters/prints
- Measure and analyze campaign data and make adjustments to continue to drive ROI
- Manage forecasts and marketing budget
- Create engaging content for College websites, social media, Spectrum e-newsletter & EDMs, press releases and online listings
- Organize enrolment events and manage registrations, inclusive of CRM and online forms

- Manage CMS for The McDonald College & The McDonald College After Hours Program websites inclusive of blog, posts and landing pages, homepage slider, alumni database, forms, event listings, photography, infographics, job advertisements, embedded content and site architecture
- Enrolment CRM management inclusive of support requests
- Social media management
- Creation & management of advertising campaigns for Open Days & Mornings and Auditions through Schools, Performing Arts and Parenting publications (print & digital)
- Develop creative briefs for contractors and agencies to ensure all marketing materials are consistent with brand and drive key messaging
- Ensure brand consistency across all marketing activities
- Update company Style Guide in conjunction with agency, making sure staff adhere to branding style through correct use of fonts, logos and colours
- Coordinate and update company templates including letterheads, logos, email signature
- In-house photography and video of school events, inclusive of editing (when applicable)
- Fully understand competitive landscape, monitor, report and provide marketing insights
- Management of marketing archives and images
- Analyse marketing plan and performance using KPI's, ROI analysis, SEO, SEM and analytics and apply learning in new planning
- External agency management including digital and creative
- Prepare monthly Marketing & Enrolment report for College Council
- Act as key point of contact at enrolment events (Open Days, Auditions etc) and assist at other College events when required
- Coordinate external contractors, such as graphic designers, photographers and videographers
- Outsource & coordinate larger scale photography and video for campaigns, including coordination of photoshoots
- Manage external booking systems for events
- Assist with the in-house marketing of school departments including Junior and Secondary School, Performing Arts, Peripatetic, Academic and Extra-Curricular
- Assist the College Registrar with event programming and management, enrolment enquiries, CRM management, compliance updates (CRICOS, AIS)
- Once appointed, manage workflow of Marketing Coordinator to ensure the company marketing needs are supported

#### **KEY RELATIONSHIPS (Internal)**

- Principal
- College Council
- Executive Team
- Registrar
- Head of After Hours & Staff
- Heads of Department
- Administrative & Boarding Staff

- Learning Support Staff
- Academic Staff
- Performing Arts Staff
- Parents & Students
- P & F Committee

#### **KEY RELATIONSHIPS (External)**

- Agencies (Digital, Creative, Web)
- Advertisers
- Media
- External Contractors (Photo, Video)
- Printing
- Partners
- Sponsors
- Agents
- Expos (when applicable)
- Venue partners

#### **SELECTION CRITERIA**

- Must have tertiary qualifications in Marketing/Communications
- Minimum of four years working in a similar role and executing end-to-end marketing strategies to ensure KPIs are met
- Outstanding organisational skills and the ability to maintain priorities whilst managing multiple projects
- Excellent verbal and written communication skills with the ability to liaise effectively with a large variety of stakeholders
- Advanced computer literacy in Microsoft Office applications
- Experience managing Wordpress or similar CMS platform
- A sound understanding of digital landscape and online advertising

#### **DESIRABLE**

- Experience with Adobe applications including InDesign
- Experience with photo/video editing
- Prior experience working in an Education or Arts/Performing Arts environment

#### **TO APPLY**

Applications must include CV and a cover letter addressing the selection criteria. Applications which do not address the selection criteria will be automatically rejected. Applications should be addressed to Mrs Maxine Kohler, Principal of The McDonald College, and be submitted electronically to: [recruitment@mcdonald.nsw.edu.au](mailto:recruitment@mcdonald.nsw.edu.au)

Applications should include the names and telephone contact number of two (2) professional referees and should be received by **Thursday 18 February 2021** (4pm). Please note that applications will be reviewed prior to this time to ensure a timely interview turnaround.

The successful applicant must obtain a current WWCC before commencing employment.

#### **APPLICATIONS & INTERVIEWS**

Interviews will commence the week of the 22 February 2021 and the successful candidate will start in March 2021.