



Position Description

TITLE	Marketing Manager
EMPLOYMENT STATUS	Permanent, fulltime, 1FTE
DEPARTMENT	Advancement
ORDINARY HOURS OF WORK	Monday to Friday
ENTERPRISE AGREEMENT	Launceston Church Grammar School, General Staff, Enterprise Agreement 2023-2025
EA CLASSIFICATION	School Administration Services Grade 8
REPORTS TO	Director of Advancement
REPORTS	Digital Marketing Specialist
LOCATION	Senior Campus

Scope of position

As the Marketing Manager at Launceston Church Grammar School, you will play a crucial role in developing and executing the School's Strategic Marketing plan. Specifically, maximising a strong market position and brand across all relevant communication channels to increase enrolments and build community, both internally and externally. This role reports into the Director of Advancement and will work closely with our key stakeholders including Staff, parents, students and alumni, as well as other community stakeholders such as the Board, local businesses and external vendors.

Duties and Responsibilities

- Work with the Director of Advancement to develop and implement results driven strategic solutions for the School's marketing and communications strategy. Developing marketing solutions in line with enrolment, philanthropy, community engagement strategies and ensuring that the Advancement, team aligns with the vision and objectives of the School.
- Design and develop School publications e.g., News from Grammar, marketing materials (brochures, posters, flyers etc) for the School, including liaising with relevant staff to write and update content, source community testimonials, liaise with graphic designers and printers for all production issues.
- Provide leadership to the Marketing and Communications Team, especially the Digital Marketing Specialist to deliver on all digital marketing campaigns.
- Lead the development of best practice marketing and communications strategies for internal and external use and be responsible for the effective implementation of these.
- Maintain the School's brand, ensuring its integrity and consistency across material and ensure all digital activity is consistently on brand across all touchpoints.
- Lead initiatives that elevate the School's brand and reputation through the design and execution of targeted policies and programs. Oversee all communications and copy across digital, presentations and other marketing collateral relevant to the Advancement team.
- Foster strong relationships with media and PR stakeholders across print, social media, and developing partnership channels.
- Provide support to key staff and stakeholders within the School to provide marketing collateral, copy, mailing strategy and marketing material.
- Collaborate with the Director of Advancement on strategic planning and implementation of digital marketing and communication strategies.
- Collaborate and implement School social media and content marketing strategies and policy.
- Prepare annual budget for the Marketing Team in consultation with the Director Advancement and in close collaboration with the Finance Team.
- Create and manage workflows with lead generator records through the CRM.



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- Oversee the day-to-day website operation, ensuring content is up to date and consistent, proactively writing, editing and approving content in a timely manner.
- Develop programme management schedule to ensure news and events are current and reflect the School's strategic direction.
- Review market and industry research and present innovative ideas to help drive growth in website traffic and increase user engagement and interaction.
- Review, analyse and action website traffic and continual review of search engine optimisation metrics to ensure maximum exposure.
- Work in close consultation with the Community and Events Officer to ensure events are executed in line with the Strategic Plan, ensuring direct alignment to overall excellence of marketing output.
- Provide guidance and oversight to the Digital Marketing Specialist to deliver on:
 - all digital campaigns across all digital channels
 - SEO strategy and plan.
 - website and digital content ensuring all content is up to date, on brand and compliant.
 - SEM, Google AdWords, SEO, social media (organic and paid), website, mobile, app
 - Google Analytics, including summarisation of key data into consumer insight to improve engagement and conversion
 - social media strategy plan, schedule, monitor and analyse.
 - on social media channels – post calendar, timely responses, engagement, two-way conversation.
 - design, create and implement digital content (marketing) e.g., website, videos, blogs, and podcasts
 - CRM digital marketing management.
- Provide guidance and leadership for paid digital campaigns.
- Liaise with third party agencies to provide support on media buying, digital agency support, creative agency support.
- Any other duties as required by Manager.

Key Selection Criteria

- Bachelor's degree in Communications, Marketing, Digital Marketing or other relevant discipline.
- 3+ years' experience in communications, digital marketing, marketing or similar field (within a School environment would be well regarded)
- Demonstrated experience leading and managing teams, including setting clear objectives, supporting professional development, and driving performance outcomes.
- Proven ability to initiate and maintain stakeholder and community engagement
- Proven experience in developing strategies, including marketing and communications plans, and event calendars to meet departmental goals that align to the Strategic Plan.
- Strong experience with marketing, communications, journalism or digital marketing.
- Strong written and verbal communication skills.
- Strong copywriting skills.
- Strong capability across contemporary digital marketing and communications platforms, including design, EDM, content and campaign management tools, with the ability to execute integrated multi-channel marketing strategies. Experience with managing social media platforms, knowledge of social media platforms and trends.
- Excellent organisational skills
- Team player with a positive can do attitude
- Enthusiastic, driven, and able to work effectively under pressure

WORKPLACE HEALTH AND SAFETY - WORKER

- Take reasonable care for your own health and safety
- Take reasonable care that your acts or omissions do not adversely affect the health and safety of others
- Comply, so far as you are reasonably able to, with reasonable instruction provided by the School
- Co-operate with reasonable policy and procedure relating to health and safety at the workplace that has been notified to staff by the School including reporting any hazards, incidents and near misses.



Position Description

Safeguarding Children and Young People

Launceston Grammar is an Australian Childhood Foundation Accredited School and we take the safeguarding of children and young people seriously.

- Ensure all Launceston Grammar policy compliance is met;
- Ensure that your interactions with children and young people are positive and safe;
- Provide adequate care and supervision of children and young people in your charge;
- Act as a positive role model for children and young people;
- Report any suspicions, concerns, allegations or disclosures of alleged abuse to management,
- Maintain valid working with vulnerable people registration; and
- Report to management any criminal charges or convictions you receive during your employment that may indicate a possible risk to children and young people.

Attitudes and personal qualities

- Honest, trustworthy and ethical
- Well-developed interpersonal and communication skills
- Exceptional writing ability, with equivalent verbal presentation skills.
- Strong organisation skills with the ability to create efficient workflows, ensuring all marketing tasks are completed accurately and on time.
- Ability to build strong relationships and be a team player.
- Bring a positive and enthusiastic outlook to the team, fostering a collaborative and creative work environment.
- Sense of humour
- Demonstrate a proactive approach to identifying, developing and implementing new marketing opportunities and improvements.
- Supportive of the Anglican Ethos of Launceston Grammar
- Positive can-do attitude