Applications are invited for the position of Marketing/Promotions Leader at Santa Maria College. This is a part-time, fixed-term position. This position will commence on 28th January 2020.

At Santa Maria College, our vision of One Community, Three Villages embodies our commitment to educate young women for now and into the future.

Acutely aware of the interdependence between Faith, Learning and Wellbeing, the following three principles guide our leadership endeavours to build a community of holistic learners:

1. Fostering respectful relationships with students, staff and families
2. Creating a flourishing learning environment so that all students can learn
3. Leading, empowering and shaping our community within our Catholic, Good Samaritan, Benedictine identity.

Santa Maria College promotes the safety, wellbeing and inclusion of all children and young people.

**Publicity/Promotion**

- Share stories/achievements with the College community and broader community via a variety of platforms.
- Attend school events as negotiated to photograph/video students and staff.
- Marketing the unique programs of the College – International Baccalaureate, Duke of Edinburgh Award, Village model.
- Marketing the College’s successes, VCE results etc.
- Work with key staff to develop some “good news” stories within the College community to showcase student achievements and releasing these to the media.
- Oversee all professional photography, video and drone footage.
- Merchandise – Keeping track of merchandise stock and distribution points.

**College Website**

- As part of a team, assist with the maintenance of the website, including updating content and multimedia content to build community engagement with the College and reflect the College’s key messages and vision/strategic plan.
- Provide the school with innovative ideas to help drive growth in website traffic and increase user engagement and interaction.

**Print Publications**

- Assist with the development and updating of College collateral including, but not limited to, handbooks, brochures, invitations, prospectus/new student packs, signage and posters as required.
Social Media

- Identify potential new social media platforms in conjunction with the Digital Leader of the College.
- Manage and respond in a timely manner to comments and feedback received via the College social media in conjunction with Development Office / Deputy Principals.
- Media monitoring of the College profile and archiving.

Events

- Assist with the leadership and coordination of College functions and special events including: Graduations, Reunions, Award Ceremonies, Open Days, Information Nights, Openings, Performances and Parent Functions.
- Update and maintain the College’s photo/video library.
- Work with PAM (Parent Access Module) platform and with the College’s SIMON Leader.
- Oversee and manage the College’s online ticketing system for all events
- Ensure all aspects of an event, including catering, furnishings, decorations, set up and clean-up are communicated with key-stakeholders.
- Develop and manage the events budget and deliver event activities within the agreed budget.
- Complete additional tasks assigned by the Principal as negotiated.

The Applicant must have:

- Be friendly, well presented and organised.
- Self-motivated with a high degree of initiative.
- Demonstrated experience working with social media platforms, including a high level of computer literacy.
- Effective team player.
- Strong attention to detail.
- Ability to multi-task and prioritise work.
- A flexible approach to work (this role may require some evening and weekend work).

* Tertiary qualifications in Marketing and/or Graphic Design would be desirable.