

## Marketing Officer

### Position Description

The Marketing Officer will possess exceptional interpersonal and customer service skills to implement strategies to secure enrolments through the implementation of a marketing plan.

The Marketing and Communications Officer will be a key point of contact for families considering Fahan School for their daughters' education from initial enquiry through to enrolment and attendance on day one at the School.

This role will also assist with the development and effective delivery of high quality communications and liaison with current families, Alumni and other key stakeholders of Fahan School.

Some travel and attendances at promotional forums out of hours may be required.

**Reports to:** Marketing & Communications Manager

**Internal Liaisons:** Principal, senior management staff, administrative staff, teaching staff, current parents and students

**External Liaisons:** Media outlets, prospective parents and students, Alumni, Parents & Friends Association, Lady Gowrie Tasmania, cooperating schools (Hutchins & Collegiate) and members of the local community.

### Level of Responsibility:

The Marketing Officer will be responsible and accountable for his or her own work and exercise discretion and initiative in the organisation of work that is performed within established guidelines. The Marketing Officer is subject to routine supervision.

#### 1. Primary Responsibilities:

##### 1.1 Marketing & Promotion

Build and maintain awareness of the benefits provided by a Fahan School education and brand. The key target market is families of prospective students, but also extends to current and past School families, Alumni and the wider Tasmanian community:

- Assist with the development of specific marketing communication strategies including contributing ideas to the advertising, print collateral and all web-based media and marketing.
- Monitor, develop and generate positive media coverage of the School and student achievements through the development of high quality and timely delivery of media releases including professional liaison with the media.
- Conduct marketing presentations to prospective families and international agents.
- Prepare reports analysing and assessing the effectiveness of marketing strategies from time to time.

The Marketing and Promotions component of this position description will comprise of approximately three quarters of the employees workload.

## 1.2 Events

Assist with the effective management, coordination and delivery of special events on the School's calendar

- Working alongside the Enrolments Registrar organise, promote and assist with the delivery of Scholarship Day.
- Working closely with the Fahan School Alumni Association (FSAA) promote, organise and deliver the Alumni Reunion Weekend events including organisation and coordination of the Alumni Reunion sports matches, Cocktail Party and High Tea.
- Represent Fahan School at marketing and recruitment events throughout the year including Agfest, boarding school roadshows, international agent conferences and parent information evenings.
- Attend and engage with the School community at School activities such as sports carnivals and performances.

## 1.3 Enrolments

Work closely with prospective enrolments, providing information, guided tours and support during their selection process:

- Collection of contact details for prospective families through enquiries received online, via the phone or events that Fahan participate in (Agfest, Open Days and Information Evenings).
- Working closely with the Registrar, assist with tracking the journey from the first contact to enrolment, and following up with prospective families at key stages in the decision-making process.
- Making personal contact including, coordinating meetings with the Principal and appropriate other staff and regular follow up to ensure that every effort is made to secure an enrolment.
- Assist with the preparation of statistical and other reports in relation to enquiry volumes and other relevant matters from time to time.

## **1.4 Communication**

Provide both written and interpersonal communications of a very high standard to enhance the School's relationship and profile with current and prospective families, past students and other stakeholders:

- Assist and write copy for key stakeholder communications including print and electronic newsletters, Fahan In Focus and the School yearbook, Lucere.
- Continue to develop and enhance the School's website including its social media presence on Facebook and Twitter.

## **2. SECONDARY RESPONSIBILITIES**

- Assist with the coordination and running of School Photo Day.
- Attend meetings as required.
- Assist with general office duties including answering phones and other administrative tasks from time to time.
- Undertake projects and other reasonable tasks from time to time at the direction of the Marketing and Communications Manager, the Principal or the Business Manager.

## **3. WORKPLACE HEALTH & SAFETY (WH&S)**

- Comply with the requirements of the Tasmanian Workplace Health and Safety legislation and Fahan School WH and S policies and procedures.
- Liaise with Senior management and appropriate staff on matters relating to the workplace health, safety and well-being of students, other staff and visitors.
- To the best of the employee's experience and knowledge, provide risk management information, as requested, and of their own initiative
- Make risk prevention a priority whilst undertaking daily tasks in the School's operations
- Perform duties in a manner which is without an unacceptable level of risk to your own health and safety, other employees, students or the community in general.
- Report any illness, injury, hazard, near miss or incidents and losses as soon as they are detected.

## **4. CODE OF CONDUCT**

Abide by Fahan School's Code of Conduct in the performance of duties. Furthermore, staff are required to exercise discretion and maintain the confidence of the Fahan School community concerning the activities of the School

## **5. SELECTION CRITERIA**

- Tertiary qualification in marketing, communications, media or journalism, or equivalent knowledge gained through combination of education/training and/or experience.
- Demonstrated experience in dealing and liaising with media.
- Demonstrated experience of providing marketing presentations to prospective clients.
- Experience in the writing and development of a variety of communications including newsletters, brochures, website and media releases.
- Exceptional oral and written communication skills, including the ability to deliver presentations to prospective parents and the ability to represent Fahan School in a professional and ethical manner.
- Experience in event coordination from concept to delivery.
- High level organisational skills and the ability to work effectively and flexibly, set priorities and manage variable workloads, particularly during peak times.
- High level of computer literacy is required. Experience in database management would be an advantage.
- Experience in a very high level customer service or sales role would be an advantage.
- An understanding of the Australian education system with a particular reference to the independent school sectors, or the ability to acquire this knowledge.
- Personal skills of initiative, innovation and self motivation.

## **6. ESSENTIAL REQUIREMENTS**

- Fahan School policy requires that all appointees to the position provide and satisfy the requirements of a National Police Check before taking up the appointment.
- All applicants should have permanent Australian residency.

## **7. DESIRABLE REQUIREMENTS**

- Working knowledge of InDesign
- Current Drivers Licence
- First Aid Certificate

### **Applications should reach:**

Mrs Edwina Cummings  
Marketing & Communications Manager  
Fahan School  
PO Box 2090  
Lower Sandy Bay TAS 7005 or by email to [cummingse@fahan.tas.edu.au](mailto:cummingse@fahan.tas.edu.au)  
by Thursday 3 January 2013.

For further information please contact Edwina Cummings on 0415 454 050.