

DIGITAL MARKETING AND COMMUNICATIONS OFFICER

Commencing ASAP

The Hamilton and Alexandra College is an aspirational, regional community where everyone is known, valued and challenged. The College is a proud independent, co-educational, day and boarding school from Early Learning to Year 12.

College seeks a digital savvy, team player with an eye for detail to join the Community Relations Office. Graphic design skills are desirable.

ROLE OVERVIEW

The Digital Marketing and Communications Officer will work on key strategies to provide a range of digital marketing and communications, content development, photography, and administrative services for the Communication Relations team.

This role will co-ordinate and produce print and digital publications, website content, social media, advertising and merchandise. It is vital that the successful candidate works in collaboration with the Director of Community Relations and Registrar to optimize College enrolments and community goodwill and engagement.

The Digital Marketing and Communications Officer reports to the Director of Community Relations.

The role is 30-38 hours per week.

KEY ACCOUNTABILITIES

1. Marketing Campaigns

- Coordinate and develop marketing campaigns for digital and online channels including website, school app, social media, blogs, podcasts, print and radio.
- Coordinate or write content for websites, email and social media.
- Develop or organise video and photographic content.
- Work with graphic and web designers on advertising campaigns.
- Use web tracking tools to analyse data and check the effectiveness of marketing campaigns.
- Keep up to date with digital marketing trends.
- Support the Foundation and Alumni initiatives and databases.

2. Advertising

- Book, manage and design advertising campaigns, evaluate and report on engagement.
- Consistent messaging for enrolment campaigns across print, radio and social media.

WWW.HAMILTONCOLLEGE.VIC.EDU.AU

Senior and Middle Years 1 Chaucer St Hamilton Vic 3300 **E** reception@hamiltoncollege.vic.edu.au **P** +613 5572 1355

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- Generate collateral and promote all major school events in a timely manner (Open Mornings, Information Nights, Year level Reunions, community and school events).
- Liaise with the Registrar regarding advertising for Scholarships and all enrolment timeframes.

3. Social Media

- Manage and monitor the College's social media profile on Facebook, Instagram, WeChat and LinkedIn.
- Develop regular and timely content for dissemination in line with the strategic plan, events and current priorities.
- Term length content management to reach target audiences.
- In liaison with the Registrar, research and investigate domestic and international marketing opportunities.

4. Website

- Responsible for the design and content management.
- Coordinate and manage online booking systems for events that require payment.
- Responsible for up-to-date photography and content.

5. Publications

- Oversee high quality print and digital materials to be used for external markets, both domestic and international (website, marketing collateral, invitations, etc).
- Manage photography for the weekly school newsletter.
- Organise collateral for key school events and milestone (invitations, event programs).
- Responsible for the content and photos of the school magazine (Collandrian). Manage the design and approval process with a third-party supplier.
- Support the development of internal publications, such as Curriculum Guides and MICAH Program.
- Time must be managed between in-house production and utilising third parties to meet deadlines.
- Maintain and manage databases.

6. Brand Management

- Align the College brand to the school's strategic direction and advertising campaigns.
- Implementation and compliance with the College brand and style guide to safeguard consistency in tone, messaging and graphic identity.
- Seek opportunities for brand placement, such as site signage, logo placement and merchandise.

7. Event support

- Support Director of Community Relations, Registrar and all College staff in events organised on or by the school.

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KEY SKILLS REQUIRED

- Collaborative team member
- Flexible approach
- Time management
- Strong prioritisation and planning skills
- Excellent spoken and written communication skills
- An interest in and knowledge of digital trends.

A SAFE WORKING ENVIRONMENT

The Hamilton and Alexandra College is a child safe employer and is committed to the welfare and protection of children. All employees are required to comply with the College's Child Safety and Wellbeing Policy and Child Safety Code of Conduct. Applicants will be required to hold a current Working with Children Check or willing to obtain one.

APPLICATION PROCESS

Applications must include curriculum vitae and day and after-hours contact details of three professional referees.

Address application to:

The Principal, Dr Andrew Hirst

Principal@hamiltoncollege.vic.edu.au

Applications must be received no later than Monday, 29 August 2022.

Earlier applications are welcomed and encouraged

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