PULTENEY

POSITION DESCRIPTION

Position:	**Strategic Marketing Manager** (PD80b)
Incumbent:	
Line Manager:	**Director of Enrolments**
Status:	2 year fixed-term contract
Time:	0.8FTE, 48 weeks per year (some out of hours work will be required)
Classification:	General Staff Grade 6 Pulteney Grammar School Inc Enterprise Agreement 2015-2018

Pulteney Grammar School ('School') is a vibrant co-educational city school, which inspires, challenges and empowers young men and women to achieve their full potential in life. The School provides complete contemporary education from the Early Learning Centre to Year 12 based on the School's values and traditions.

Following an extensive consultation of all stakeholders, the Pulteney Grammar School Board of Governors, in partnership with the Principal and School Executive, have recently launched the School's Strategic Plan 2016-2020. Our Mission - *We are Pulteney: a dynamic and inclusive city school community that inspires, challenges and empowers for tomorrow.*

The six Strategic Priorities below guide the work of all that we do to achieve our mission. We are committed to:

- Engaged, motivated and resilient students
- An outstanding teaching and learning experience
- Skilled, passionate and committed staff
- An innovative and integrated learning environment
- Collaborative and creative partnerships
- A high performing organisation

Our Learning and Performance Culture places students at the heart of what we do.

The Strategic Marketing Manager is responsible for renewing and developing the marketing strategy of Pulteney Grammar School. The marketing portfolio is one of two key responsibilities of this position and deals specifically with the strategic positioning of the School's brand and its communication with key stakeholders. The other key portfolio is public relations. There is a strong need for discipline and structure around the marketing function, and the ability to effectively and efficiently manage the marketing budget will be a key responsibility.

The Strategic Marketing Manager will:

- Position Pulteney Grammar School as an innovative leader in the competitive Adelaide independent education context, as well as engaging national and international audiences.
- Deliver a suite of marketing services from reporting, copywriting and graphic design to brand, reputation and campaign management.
- Communicate the image and brand of the School through associated marketing collateral and communications, ensuring a consistent and innovative presence in the independent school market place.

Key Responsibilities

Strategy

- Design and implement the marketing strategy and associated action plan to meet the School's enrolment objectives at all key year levels.
- Develop and implement innovative marketing and promotional strategies, in line with the marketing plan and the School's Strategic Priorities to communicate with key stakeholders, increase brand awareness and enrolment enquiries.

Promotion

- Actively manage and deliver marketing content including print, photography and video content assets.
- Maintain the School's approved advertising and promotion schedule, including researching and recommending online advertising platforms as required to meet strategic objectives.
- Successfully manage and update a proactive social media schedule and be the key administrator 'voice' of Pulteney Grammar School on social media.
- Work with relevant consultants to deliver specific projects associated with the marketing plan.
- Work closely with the Director of Enrolments to promote and market the School, attract new enrolments, retain existing enrolments and enhance the reputation in the community of the School, greater Adelaide and beyond.

Communication

- Be an active and contributing member of the editorial committee responsible for internal marketing and communications materials e.g. the weekly newsletter, the School magazine, and the Yearbook.
- Work with key Executive staff to implement a communications plan to meet the School's strategic marketing and internal communication objectives.
- Maintain a School communication Style Guide and coach all staff in its implementation.
- Update and maintain the School's website, in consultation with Executive and other staff.

Connecting

- Develop an excellent day-to-day understanding of school operations, facilities, curriculum, and co-curricular programs that provide opportunities for promotion/marketing.
- Develop and maintain effective relationships with key staff to source and support marketing opportunities.
- Liaise with relevant media as required and in line with School policy.
- In collaboration with the Director of Enrolments, support key community events such as Principal's tours, orientation and transition days.
- Assist the Community Relations office with the promotion and communication of fundraising and community events.

Reporting

- Deliver an annual plan to be submitted to the Director of Enrolments for tabling at School Executive. The plan will address all public relations, marketing and communications activity. The plan is to be delivered by September each year and will reflect the agreed targets developed in consultation with the Director of Enrolments, the Business Director and the Principal.
- Provide quarterly reporting for the Enrolment, Marketing and Community Relations Committee and monthly reporting to the Principal for reporting to the Board of Governors. These reports will adhere to an agreed template developed with the Director of Enrolments.
- Maintain an annual budget allocated by the Business Director and give regular, as required, budget reports through the Director of Enrolments, to the Principal.

All of the above duties may be varied from time to time as determined by the Principal.

Work Health and Safety

This role is deemed to be a Worker under the *Work Health and Safety Act 2012* (SA). As a Worker, while at work the Strategic Marketing Manager must;

- Take reasonable care for his or her own health and safety
- Take reasonable care that his or her actions or omissions do not adversely affect the health and safety of other persons
- Comply with any reasonable instruction given by the School
- Assist in the support of a safe workplace by reporting hazards, incidents, accidents and potential risk.
- Appropriately use any equipment provided at the workplace
- Cooperate with any reasonable policy or procedure of the School that is related to health and safety at the workplace that has been notified to workers

PERSON SPECIFICATION

Education

- Tertiary qualifications in marketing and/or communications
- Tertiary qualifications in business or project management (desirable)

Experience

- Proven experience in the development and implementation of successful marketing strategy
- High level experience in the full range of marketing, public relations and communication activities
- Strong track record in successful marketing in a service environment
- Proven ability in managing complex projects
- Strong budget management skills
- Experience in working with marketing, events and communication professionals
- Experience in the development of high level reports to an Executive, Board, or similar stakeholders
- Digital and online space experience
- Experience in working in an educational setting or professional services (desirable)

Skills and Knowledge

- Strategic thinker with the ability to translate Pulteney's strategic priorities into operational imperatives
- Excellent written and oral communication skills, evidenced by superior copy writing, presentation and basic design abilities
- Ability to analyse marketing trends and issues in the independent school sector
- Knowledge of current and emerging marketing and communication trends including the use of social media and technology
- Knowledge of, and ability to utilise, tools for the creation, design and presentation of marketing materials and the capacity to learn and use, emerging technologies
- Excellent skills in stakeholder management and demonstrated customer service skills
- Ability to influence and work with a wide range of stakeholders

Personal Attributes

- Commitment to being a contributing member of a team
- Commitment to delivering exceptional marketing and communication services to stakeholders
- Excellent time management and organisational skills with the ability to manage competing priorities and meet deadlines
- Excellent attention to detail
- Excellent written, verbal and interpersonal communication skills with the ability to engage with people from varying backgrounds
- High level creativity and lateral thinking skills
- Ability to work independently and show initiative
- Ability to take an analytical and logical approach to problem solving
- Ability to foster a cooperative and service focused work environment
- High standards of personal integrity, reliability and endeavour

Special Conditions

- National Police Clearance must be undertaken prior to commencement and every three (3) years thereafter
- Responding to Abuse and Neglect training must be undertaken and a certificate of competency provided
- Some out of hours work may be required

Approved A Dunstan, Principal **Date** 3/2/17