



HOPE
CHRISTIAN COLLEGE
A Ministry of Craigmore Christian Church

Marketing and Media Officer Role Statement

“And whatever you do, do it heartily, as to the Lord and not to men.” Colossians 3:23

The Marketing and Media Officer position is an important role at Hope Christian College. The Officer will manage marketing that promote growth and development in various aspects of College life and share College information through various media. This includes the promotion of the College’s vision, mission and values, and enhancement of its reputation through the development and management of an online presence. The Marketing and Media Officer will work as part of a team, form a good relationship with the Office Manager, but will also be able to work independently. They will be directly responsible to the Office Manager and Business Manager.

Qualities

A member of the School Support staff will have the following personal qualities:

- Sincere Christian faith with an active weekly commitment to a mainstream, evangelical church fellowship as interpreted in the *HCC Staff Code of Conduct* and the *HCC College Purpose & Vision (Faith Statement)*
- Excellent interpersonal skills, written communication and phone manner
- A professional attitude
- Creativity
- Well-organised and detail oriented
- Trustworthy and able to maintain confidentiality
- Personal integrity.

Duties

Marketing:

- Develop and execute marketing plans that align with College goals
- Develop and make recommendations for long term strategies in conjunction with the College leadership and other key stakeholders
- Execute the organisation and design of all marketing activities promoting the College within budgeting parameters
- Create an advertising schedule
- Creation of marketing content and design, including:
 - Material (flyers, invitations, etc) design
 - Cinema, radio and shopping centre advertising
 - Special education features in print media
- Coordinate photo shoots as required to keep marketing material current
- Publication and distribution of marketing campaign materials
- Compiling and production of the College newsletter and an annual College Yearbook
- Ensure all communications leaving the College are appropriately styled and formatted and represent the College brand
- Continue to develop the awareness of the brand in the local community and beyond.

Social media and online:

- Develop and maintain a College social media presence
- Monitor, update and maintain the College website
- Work with teachers in the collection of College news, information and images for promotion.

Other duties:

- Call Marketing or Media meetings as appropriate
- Build and maintain good relationships with stakeholders
- Stay up-to-date with industry developments and trends
- Administration consistent with marketing and media
- Any other duties as required by the College.

Before an appointee is able to commence work at Hope Christian College they must have a current:

- Working with Children Check (WWCC) clearance
- Responding to Risk of Harm, Abuse and Neglect training (full day) certificate.

Tenure: Ongoing, permanent employment

Level: Grade 3 Assistant (Administration Stream)

Hours: 1.0 FTE over 46 weeks + 6 weeks annual leave

Requirements

- A Diploma in Marketing or Social Media/Digital Marketing or similar qualification is essential
- Proficiency in MS Office and Adobe Creative Suite (or other relevant creative software)
- Proficiency in using social media for business and with an excellent understanding of cyber-safety
- Past marketing and design experience.

Declaration

I have read and understood this *Role Statement, HCC College Purpose & Vision (Faith Statement)* and the *HCC Staff Code of Conduct* and I sign as evidence of my agreement with the documents.

Staff member name

Staff member signature Date