**Position Description**

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| *Position* | MARKETING COMMUNCATIONS OFFICER |
| *Date Written* | OCTOBER 2012 |
| *Updated* | OCTOBER 2019 |

# POSITION PURPOSE

The Marketing roles purpose is to promote and present SPK positively to current and prospective parents and to relevant community stakeholders, to:

* + Create awareness of the kindergarten with pre-school parents in our community
	+ Retain a positive reputation with its current and past parents driving our strong reputation and word-of mouth referrals; as well as the broader community which assists in gaining sponsorship for fundraising
	+ Encourage prospective parents to select SPK as their first preference for enrolments

# KEY ATTRIBUTES OF THE ROLE

This role is suitable for someone who:

* + Can multi-task well with committee members/ teachers and external providers to ensure SPK is well promoted across all initiatives.
	+ Is computer literate, basic programs/ skills required: Microsoft Office; Design or photo editing programs (eg. Paint, Canva, Illustrator); Content Management Software (WIX) & Survey Monkey
	+ Is able to attend a majority of Committee meetings

# KEY RESPONSIBILTIES AND ACTIVITIES

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| Key Responsibility: | MANAGE THE COMMUNICATIONS PLAN |
| Activities* Develop & implement a marketing communications plan that aligns with the CoM strategic plan and program requirements
* Ensure relevant marketing related information is made available to the CoM (eg. Census data, marketing opportunities etc)
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| Key Responsibility: | PREPARE AND UPATE SPK INFORMATION & COLLATERAL |
| Activities* Utilising existing templates, ensure all material sent to parents and externally is well presented in line with SPK Brand and in a way that will maximise promotional opportunity to gain required call-to-action (eg. Complete, Read, sign-up).
* Examples of material include ongoing forms, Parent Information Booklets, Vacant place posters, program posters, BKCES profile.
* Assist with enrolment pack creation for AGM
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| Key Responsibility: | MANAGE SPK PUBLIC (EXTERNAL) EVENTS |
| Activities* Develop and manage event plans for all external events (eg. Open Day) to ensure SPK is promoted well and the opportunity is maximised.
* Includes contact with local press, gaining support from real estate agents to provide boards, promotional material posted in the local community areas (library, YMCA, schools, MCH, High St noticeboards) and is available on the day for the intended target (eg. Prospective parents)
* Gain support and /or participation from the kinder community to assist with running events.
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| Key Responsibility: | OVERSEE WEBSITE CONTENT UPDATES AND STATISTICS |
| Activities* Create and/or oversee website content plan – content to ensure prospective and current parents & relevant community stakeholders are well informed about our program, policies and events
* Manage the Website Assistant to implement on content plan
* Communicate to CoM on a monthly basis key site statistics (Report created by Marketing Assistant – Website)
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| Key Responsibility: | OVERSEE NEWSLETTER PREPARATION AND DISTRIBUTION |
| Activities* Oversee the Marketing Assistant – Newsletter in the preparation and publishing of the quarterly newsletter
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| Key Responsibility: | CO-ORDINATE INFORMATION & PROMOTIONS WITH ASSISTANT SECRETARY AND SOCIAL MANAGERS AND TEACHERS |
| Activities* Provide the social manager and teachers with collateral to adequately promote any parent events to ensure that there is a good level of awareness, understanding and participation of each key event. Eg. Posters, flyers, trivia night booklets, etc
* Ensure templates for above activities are in-line with SPK branding
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| Key Responsibility: | PREPARE AND MANAGE PARENT SURVEYS |
| Activities* Utilising existing survey template on Survey Monkey, update questions (in line with CoM Executive team requirements) and send out to parents for completion
* Ensure response rate is a min of 65% which may require follow-up to achieve
* Analyse and present back key findings and recommendations to CoM
* Additional surveys may be required throughout the year to meet an additional need (eg. Grants) which may require building survey.
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| Key Responsibility: | POLICIES FOR REVIEW  |
| Policies Responsible for |
| * Code of Conduct
* Information Privacy
* Other policies when directed by Vice President during the Annual Review Cycle
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