



Marketing/Community Relations Officer

**APPLICATION DEADLINE:
FRIDAY APRIL 9, 2021 AT 5:00PM**

APPLY ONLINE at:

<https://www.maitlandcs.nsw.edu.au/contact-us/employment/>



Our Story:

Maitland Christian School is an established Prep to Year 12 Christian School located in the beautiful Hunter Valley. The School has been providing quality Christian education for over 35 years within a vibrant community that emphasises an individual's strength as we aim for faith development, academic, sporting and cultural excellence. The School is modern and well-equipped and employs qualified staff, who are committed Christians and are active members of their local church. A growing school with 520 students and Prep of 45 students.

Maitland Christian School is a great school built with great staff. We value quality leaders and educators, and it is our vision to see students' lives transformed through a Bible-based, excellence focused, strengths enriched and missionally outworked education. Here is a message from our Principal on exactly that:

<https://www.maitlandcs.nsw.edu.au/our-vision/>

Maitland Christian School's Purpose is to be:

“A Christian education community, growing faith, character and abilities, through teaching and learning excellence in partnership with families and the Church”

The Core Values of Maitland Christian School are:

Faith – We know, proclaim, walk in and share the promises of God's word.

Unity – We encourage each other and work together in love.

Excellence – We pursue the highest possible good of each other.

Generosity – We give of ourselves and our resources out of a heart to serve.

Growth – We develop our strengths to glorify God.



Interested in applying?

About the role:

The objective of the Marketing/Community Relations Officer is to build authentic community, facilitate the communication of the School's purpose and philosophy, grow a volunteer culture within the School community and engage with prospective parents and students.

You will be accountable to the Business Manager Chris Boyce who can be contacted to request more information at c.boyce@maitlandcs.nsw.edu.au You will be working closely with the Manager of Community Relations.

Salary:

Salary will be in line with NSW Christian Schools General Staff Multi-Enterprise Agreement 2020-2023 at the level of responsibility and experience of the successful applicant.

Selection Process:

Following the close of applications, the Selection Committee of the School will consider applications and prepare a short list of candidates for interview. It is expected that at least one round of interviews will be undertaken.



Key Responsibilities:

- Modelling Christian leadership and promoting the school and Christian education.
- Marketing and promotion of Maitland Christian School
- Develop and maintain community relations and development programs
- Plan and oversee whole school community events
- Oversight of all Maitland Christian School publications
- Develop and maintain an Alumni program
- Organising preparations for the Maitland Christian School 40th anniversary celebrations.

Essential Characteristics:

- Committed Christian actively involved in a Church
- Committed to the principals of Christian Schooling
- Works well in a team environment
- Works well one on one and in group settings in the community
- Able to liaise with church and business community
- Keen to work with and motivate volunteers
- Confident Public Speaker

Desirable Characteristics:

- Good understanding of Christian education
- Computer literacy with experience in word processing, spreadsheets and use of databases
- Strong writing skills
- Displays initiative, common sense and the ability to problem solve
- Photography and video editing skills



Specific Duties:

1. Marketing and Promotion

- 1.1. Develop and coordinate activities that will communicate the school's purpose and philosophy amongst the parent body and wider school community
- 1.2. Liaise with graphic artist to produce promotional material in print and electronic format e.g. prospectus, brochures, Open Day flyer
- 1.3. Develop email marketing campaigns and promotion of upcoming events on the School App
- 1.4. Maintain links with local media to aid the promotion of the school and its purpose and philosophy.
- 1.5. Manage within the annual budget for Marketing and Promotions
- 1.6. Liaise with the Principal to maintain a consistent overall image in the school grounds and buildings
- 1.7. Organise campaigns for Prep, Kindy & Year 7 intakes for the School as well as mid year enrolment period.
- 1.8. Keeping a track and organising parent testimonials for Google, the website and social media.
- 1.9. Responsible for assisting with design and maintenance of website, liaising with the website developers
- 1.10. Co-ordinate/keep a photographic/electronic record of the school and related events to aid promotion
- 1.11. Maintain and strengthen links with churches in the school's drawing area



2. Publications

- 2.1. Oversee the production of once a term newsletters, handbooks etc. to ensure a consistent overall image
- 2.2. Oversee the production of orientation information for new students and their families
- 2.3. Oversee the production of the Annual Report under the direction of the Principal
- 2.4. Oversee production of the School Magazine

3. Community Development

- 3.1. Build loyalty, enthusiasm, commitment and a spirit of giving amongst the parent body and wider school community
- 3.2. Build a team of parents who assist in the work of the Community Relations Office and the communication of the purpose and philosophy of the School
- 3.3. Attend appropriate School functions to interact with parents and the wider community, to provide feedback to the Principal and to welcome and assist parents

4. Events

- 4.1. Oversee, planning and promotion of whole school community functions/events e.g. New Parent Information Nights, Parent Partnership Conference, etc.
- 4.2. Build a team of parents who will assist with hospitality at events in the school



5. Social Media (Includes Facebook/Instagram)

- 5.1. Sourcing articles within the school community suitable for social media
- 5.2. Posting of articles. Between 10-15 articles per week
- 5.3. Responsible for social media advertising
- 5.4. Responsible for promotion of events e.g. Grandparents Day, Sports Carnivals, MADD Night
- 5.5. Responsible for censorship of comments on social media

6. Alumni

- 6.1. Develop and implement strategies to establish an alumni organisation
- 6.2. Oversee the updating of alumni data on the database

7. 40th Anniversary Celebration

- 7.1. Responsible for the oversight and smooth running of the 40th Anniversary Celebration in 2023
- 7.2. Liaising with the Principal and Executive regarding this event and how it will look
- 7.3. Coordination of the physical event including catering and actioning matters of concern
- 7.4. Assisting to create invitations and registration process for the event



8. Arise Christian College

- 8.1. Sourcing articles within the school community posting on social media 3 times per week
- 8.2. Keep archival records of school community events and appropriate student achievements
- 8.3. Other tasks as directed by the Principal
- 8.4. Oversee, planning and promotion of whole school community functions/events - approx 2 per year

9. Other

- 9.1. Participate on committees for new school programs e.g. Before and After Care
- 9.2. Provide a written Community Relations report to the Business Manager each term
- 9.3. Keep archival records of school community events and appropriate student achievements
- 9.4. Other tasks as directed by the Principal