



## *Marketing & Alumni Coordinator Position Description*

<b>Job Title:</b>	<b>Marketing &amp; Alumni Coordinator</b>
<b>Reporting To:</b>	<b>Marketing and Communications Manager</b>
<b>Commencement:</b>	<b>ASAP</b>
<b>Employment Status:</b>	<b>Up to FTE 0.8 (4 days), during school term time</b>
<b>Employment Period:</b>	<b>6 months fixed term (leave replacement), with potential for ongoing</b>
<b>Performance Review Period:</b>	<b>6 months</b>

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### *Purpose of the position*

The Marketing and Alumni Coordinator, under the direction and guidance of the Marketing and Communications Manager, will be responsible for developing and executing marketing strategies, managing communications, and fostering alumni relations for the College. This role will focus on enhancing the College's brand, promoting its achievements, and building strong connections with current and past members of the College community. A key focus will be on promoting and fostering strong connections with alumni, promoting the College to current and prospective families, celebrating its achievements and events, while enhancing the College's presence in the broader community.

***St Andrews Christian College has a commitment to child safety and has zero tolerance for child abuse. Every person working within the St Andrews Christian College community is responsible for the care and protection of students and reporting information about child abuse.***

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### *Key Responsibilities*

#### **General Responsibilities**

- Design, create, and coordinate the production of marketing materials, including brochures, flyers, newsletters, and digital content;
- Coordinate the planning and promotion of College events, in particular Open Days and Alumni events;
- Assist in the monitoring and assessment of marketing campaigns and promotional activities;
- Assist in the coordination and publication of the College Newsletter (once per term), College Yearbook and other publications;
- Ensure a high quality and consistency in College branding and identity, as per the College Style Guide, on all communication, booklets, stationery, marketing materials and digital platforms;
- Oversee and edit all written materials including email and print media releases, brochures, information sheets, reports, handbooks, and marketing materials;

- Coordinate content management across a range of digital and traditional platforms including website and social media platforms;
- In collaboration with the Marketing & Publications Coordinator, maintain library of media resources, including newspaper articles, photographs of College events, photographs for marketing purposes, audio-visual files, advertisements.

### **Alumni Relations**

- Coordinate and grow the development and maintenance of the College's Alumni program;
- Develop and implement strategies to engage and reconnect with alumni;
- Organise alumni events, reunions, and networking opportunities;
- Maintain and update the alumni database, tracking engagement and facilitating communication;
- Foster relationships with alumni to encourage ongoing support and involvement with the College;
- Prepare reports and documentation related to alumni activities.

### **Other Tasks / Requirements**

- Attend and participate in staff devotions;
- Attend out of school hours events as required; and
- Other duties requested by the Principal and / or the Business Manager.

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### *Key Selection Criteria*

- An active, strong personal Christian faith and regular attendance at a Christian church;
- An awareness and understanding of Christian education;
- Bachelor's degree in Marketing, Communications, Public Relations, or a related field;
- Proven experience in marketing, communications, or event coordination;
- Strong written and verbal communication skills, as well as editing skills;
- Proficiency in digital marketing tools and social media platforms;
- Experience with alumni relations or community engagement is a plus;
- Excellent organisational skills and attention to detail;
- Ability to work collaboratively in a team environment and manage multiple projects simultaneously.
- Strong ICT skills with proficiency in the use of Apple Mac Adobe Creative Suit, Microsoft Office Suite and Video editing/graphic software, desirable not essential;
- Graphic design skills highly desirable;
- Be willing to work after hours to attend College events/activities;
- Satisfactory Working With Children Check.

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### *Personal Characteristics*

- Adherence to and acceptance of the College's Statement of Belief, Mission and Purpose;
- Able to model Christ in all aspects of work and relationships within the College community;
- Personal pride in work quality with high attention to detail;
- Professional presentation;
- Excellent written and verbal communication skills;
- Ability to work independently and as an effective team member; and
- Readily adjusts to changes in the work environment.

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## *Employment Conditions*

- Part-time, up to 4 days per week during school term time, with additional time as required.
- Immediate start is available.
- Hours of work: 8:15 AM to 4:30 PM, with a 30-minute unpaid meal break.
- Salary would be commensurate with skills and experience.
- All staff are required to be aware of and adhere to all College policies. St Andrews Christian College is committed to ensuring that every member of the College community is aware of our *Student Safety* policies and standards, and that we have a zero tolerance of child abuse in any form.

August 2024