



**ST. BRIGID'S**  
COLLEGE

## **POSITION DESCRIPTION**

### **Marketing and Events Co-ordinator**

**POSITION TITLE:** Marketing and Events Co-ordinator

**HOURS OF WORK:** Part-time (approximately 2 days a week, days may be increased), there will be times when you will be required to work outside your normal work times.

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#### **ORGANISATIONAL RELATIONSHIPS**

Position reports to: College Principal

Supervision of: N/A

Internal Liaison: All Departments

External Liaison: College Suppliers and College Community

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#### **RESPONSIBILITIES:**

This position forms part of the College's non-teaching, administration team. The person appointed is directly responsible to the Principal.

As a member of staff, the Marketing and Events Co-ordinator will provide overall assistance with the marketing and communications at St Brigid's College. You will support the Principal and staff in the promotion and upholding of Catholic values and the shared vision of the College. You will be involved as a member of the whole staff in enhancing the welfare and development of students in the College community.

This includes the promotion and maintenance of a positive public profile for the College and demands the highest level of professionalism, confidentiality and the capacity to work with independent initiative.

The core responsibilities of this role are to provide, oversee and organise marketing and communications.

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#### **DUTIES:**

##### **1. Promoting the College Profile and Public Relations:**

- Organisation and coordination of all College events.
  - Organisation of collateral and packing of promotional bags for events.
  - Takes photographs and videos at College events as required.
  - Maintain booking for College Chapel.
  - Maintain the content on the College website.
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## POSITION DESCRIPTION Marketing and Events Co-ordinator

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- Support the ongoing development and maintenance of a broad social media presence with the ability to measure effectiveness through utilisation of various tools for monitoring and evaluation.
  - Report College news through our social media in an attractive showcase of College life. Monitor reactions and comments.
  - Liaison with service providers and suppliers. E.g. quotes for framers, printers and others.
  - Expert graphic design as required for print and digital content using the Adobe suite of software including InDesign, Photoshop, Adobe Illustrator desirable.
  - Liaison with staff regarding marketing queries.
  - Responsibility for production of College annual.
  - Ensuring branding consistency College wide across all platforms (promotional materials, uniforms, collateral, communications etc.) including assisting staff with requirements.
  - Publication of the eNewsletter and Principal's report to Mercy Education Limited.
  - Responsible for the organisation of, but not limited to, the following events:
    - Open Day;
    - College tours;
    - Fathers' Day Breakfast;
    - Presentation Night;
    - Alumni events (Reunions);
    - Field Days
  - Work closely with the College Registrar.
  - Professional and positive representation of the College at all times.
  - Coordinate and maintain Alumni to strengthen the College community.
  - Management of image library – including photography at College events.
  - Project Management as required, e.g. College photoshoots.
  - Other duties as requested by the Principal.
- 2. General administrative tasks associated with supporting the Registrar:**
- Coordinate invitations, catering and hospitality arrangements for promotional College functions and meetings.
  - Supporting Reception as needed during lunch breaks and busy periods.
  - Miscellaneous tasks as directed by the Principal or her nominee.
- 3. After Hours Requirements at College Events include:**
- College Graduation.
  - Presentation Night.
  - Alumni events.
  - Sports Award Night.
  - College Performing Arts events.
  - Attendance at Field Days.
  - College Performing Arts events.



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- College events as required.
- Other events as specified by the Principal.

#### **4. Working Hours:**

- Total 44 weeks per year consisting of 40 weeks of term time and three weeks in school holiday time. These three weeks in school holiday time includes one week prior to the commencement of students in January each year and two weeks in the annual October school holidays, and a further week through negotiation.
- All annual leave is to be taken in school holiday time.
- All conditions can be negotiated with the Principal depending on individual circumstances.

#### **CONDITIONS OF EMPLOYMENT:**

The Marketing and Events Co-ordinator will be employed by St Brigid's College under Mercy Education Limited. The employment is subject to the terms and conditions of *The Mercy Education Limited Non-Teaching Staff Enterprise Bargaining Agreement 2014*.

#### **ESSENTIAL CRITERIA:**

- Demonstrated experience in a similar role.
- A qualification in communications, marketing, Public Relations, journalism or similar.
- Uncompromising confidentiality.
- Proficiency in the Microsoft suite of products and the Adobe Suite of software including InDesign, Photoshop, Adobe Illustrator and Lightroom is desirable.
- Graphic design experience and knowledge of preparing documents for print and digital purposes is desirable.
- Basic photography and videography skills.
- The capacity to work independently and collaboratively.
- Experience using social media for professional dissemination of information.
- A willingness to learn.
- Very strong attention to detail.
- Ability to work as part of a team.
- Excellent communication skills (verbal and written).
- Excellent time management skills and the ability to deliver projects on schedule.
- The ability to coordinate multiple projects at once / project management experience.
- Professional manner.
- Understanding and support of the Catholic ethos.