Marketing & Communications Officer
Job Description

1. STATEMENT OF COMMITMENT TO CHILD SAFETY

We are committed to child safety. We want children to be safe, happy and empowered and have zero tolerance of child abuse. We understand our legal and moral obligations to treat all concerns seriously and to report allegations and concerns about a child/ren's safety and wellbeing to authorities. We are committed to the cultural safety of all children including Aboriginal children, children from culturally and/or linguistically diverse backgrounds, and to providing a safe environment for children with a disability.

2. POSITION PURPOSE

To lead the communication and promotion of Summerhill Park Kindergarten (SPK) so that the service is clearly understood, well regarded and easy to connect with for current and prospective families and the wider community. This includes building awareness, supporting family engagement and maintaining a positive community profile that underpins enrolments, events, fundraising and sponsorship.

3. KEY ATTRIBUTES OF THE ROLE

This role suits someone who:

- Has strong organisational and interpersonal skills and enjoys connecting people and creating a sense of community.
- Has basic computer literacy and familiarity with tools such as Microsoft Office, Canva (or other design programs), website editors (e.g. Wix) and SurveyMonkey.
- Attendance at monthly CoM meetings is encouraged, either in person or via video call. Updates may also be provided through written reports to the President or Secretary.

4. KEY RESPONSIBILTIES AND ACTIVITIES

Key Responsibility:	COMMUNICATIONS & MARKETING PLAN
Activities • Develop and implement a communications plan that aligns with the CoM strategic priorities and program needs. • Share key insights such as enrolment trends, community demographics or partnership opportunities with the CoM. • Coordinate key promotional activities and work with the Social & Fundraising Manager to ensure SPK is well represented in the local community and online through events, partnerships and sponsorship initiatives. • Provide a summary of any marketing activities for the parent newsletter once a term	

Key Responsibility:	PUBLIC EVENTS & COMMUNITY ENGAGEMENT
Activities • Lead marketing and promotion for Open Day and other public events. • Liaise with local media, real estate partners, and community venues (e.g. libraries, schools, MCH centres) to maximise exposure. • Collaborate with the Sustainability & Diversity Officer to ensure imagery and messaging reflect SPK's commitment to inclusion and cultural diversity. • Encourage family participation and volunteer support for events.	

Key Responsibility:	COLLATERAL & BRAND PRESENTATION
Activities • Ensure all materials (digital or printed) reflect SPK's brand and values using approved templates and guidelines. • Support educators and CoM with professional, well-designed collateral for events and communications (e.g. posters, flyers, booklets). • Maintain up-to-date parent information materials, forms and public-facing documents. • Assist with design and presentation materials for the AGM.	

This role works collaboratively with other Committee members, educators and staff to ensure Summerhill Park Kindergarten operates as a cohesive, safe and high-quality service.

Updated: November 2025

Key Responsibility:	WEBSITE & DIGITAL CHANNEL MANAGEMENT

Activities

- Oversee website content and digital updates, ensuring all information for current and prospective families is accurate, accessible and aligned with SPK's values.
- Publish approved updates and materials provided by the Committee of Management, educators and administration, including policies, notices and event information.
- Maintain contact with the website host and domain provider to ensure continuity, functionality and data security.

Key Responsibility:	FAMILY SURVEYS & FEEDBACK

Activities

- Manage the annual parent survey using the existing SurveyMonkey template, updating questions in consultation with the CoM.
- Promote participation and follow up to achieve a response rate of at least 65%.
- Analyse feedback and present key findings and recommendations to the CoM.
- Conduct additional short surveys as required to support service improvement and family engagement.

Key Responsibility:	POLICIES MANAGEMENT

Oversee updates (follow templates and update schedule) and manage the following policies

- Information and Communications Technology Policy
- Code of Conduct Policy
- Privacy and Confidentiality Policy

Support, training and advice are available through the Early Learning Association Australia

This role works collaboratively with other Committee members, educators and staff to ensure Summerhill Park Kindergarten operates as a cohesive, safe and high-quality service.