

Marketing & Communications Officer Job Description

<i>Position</i>	MARKETING & COMMUNICATIONS OFFICER
<i>Date Written</i>	OCTOBER 2012
<i>Updated</i>	OCTOBER 2022

1. POSITION PURPOSE

To promote and present SPK positively to current and prospective parents and to relevant community stakeholders, with the intention to:

- Create awareness of, and preference for the kindergarten with pre-school parents in our community
- Measure family sentiment and retain our positive reputation with current parents, past parents as well as the broader community (to drive fundraising sponsorship)

2. KEY ATTRIBUTES OF THE ROLE

This role is suitable for someone who:

- Can multi-task 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. Canva, Illustrator); Content Management Software (WIX) & Survey Monkey

3. KEY RESPONSIBILITIES AND ACTIVITIES

Key Responsibility:	MANAGE THE COMMUNICATIONS PLAN
Activities	
<ul style="list-style-type: none"> ▪ 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) 	

Key Responsibility:	MANAGE SPK PUBLIC (EXTERNAL) EVENTS
Activities	
<ul style="list-style-type: none"> ▪ Develop and manage event plans for external events (eg. Open Day) to ensure SPK is well promoted, 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 participation from the kinder community in running events 	

Key Responsibility:	PREPARE AND UPATE SPK INFORMATION & COLLATERAL
Activities	
<ul style="list-style-type: none"> ▪ Ensure all material sent to parents and externally is well presented in line with SPK Brand guidelines (templates exist). For example - Ongoing forms, Parent Information Booklet, Real Estate Boards, BKCES profile etc ▪ Provide the CoM and teachers with collateral to adequately promote any parent events. Ensure there is a good level of awareness, understanding and participation of each key event (templates exist). For example - Posters, flyers, trivia night booklets, etc ▪ Assist with presentation for AGM 	

Key Responsibility:	OVERSEE WEBSITE CONTENT UPDATES AND STATISTICS
Activities	<ul style="list-style-type: none"> ▪ Create and implement website content plan – to ensure prospective/current parents & relevant community stakeholders are well informed about our program, policies & events ▪ Update monthly content sections: <ul style="list-style-type: none"> • Artwork of the Month section • Upcoming Events section ▪ Utilise Skoolbag to drive existing families to relevant content on the website ▪ Manage the relationship with the hosting & domain providers ▪ Run a monthly Google Analytics report & communicate key information to CoM

Key Responsibility:	NEWSLETTER CONTRIBUTION
Activities	<ul style="list-style-type: none"> ▪ Supply a summary of any marketing activities for the parent newsletter once a term

Key Responsibility:	PREPARE AND MANAGE PARENT SURVEYS
Activities	<ul style="list-style-type: none"> ▪ Utilise 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

Key Responsibility:	POLICIES MANAGEMENT
Oversee updates (follow templates and update schedule) and manage the following policies	<ul style="list-style-type: none"> ▪ Information and Communications Technology Policy ▪ Code of Conduct Policy ▪ Privacy and Confidentiality Policy