



# St John's College

## MARKETING & COMMUNICATIONS COORDINATOR

Part-Time, Fixed Term

### Position Purpose

To build and connect a vibrant and engaged community of alumni, parents and friends of St John's College

### Primary Objectives

Grow and maintain the St John's Foundation database of alumni and friends; develop and execute an effective communications and events programme.

Share the stories and celebrate the students and community of St John's College with the wider community and public.

**Reports To:** Business Manager

**Functional Relationships:** St John's Foundation Manager and Trustees; Administration Staff; Senior Leadership Team

Key Tasks	Outcomes
Launch, Grow and Manage the Old Boy's Database	Existing members engage and add information to their profiles;  Innovative social media and communication campaigns attract and engage new members  Proactive research follows up and finds new members  The <i>Potentiality</i> database functionality is used to its full potential for communications, events and fundraising
Establish and deliver a communications and events programme to support the Foundation's aims	Professional, engaging and regular communications to members  Targeted communications and events are offered to specific member segments  The events programme caters to the broad age range of members, and supports both social connection and fundraising purposes  Members feel proud to be connected to the St John's community

<p>Deliver administrative support to the Foundation Manager and Trustees</p>	<p>The Foundation Manager is assisted with fundraising and events as required.</p> <p>Trust Meeting minutes are recorded, Charities reporting is up to date</p> <p>Accurate financial and donation records are maintained on <i>Potentiality</i>, and with the support of the College Finance team</p>
<p>Assist with the College's communications and marketing programme</p>	<p>Fresh and engaging stories are shared with the College and wider community on a frequent basis, using the full range of media channels.</p> <p>The College website is current, informative and meets the needs of its audience</p> <p>Promotions collateral, activity and key events present the College brand in a positive light</p>
<p>Support the College's fundraising and sponsorship programmes</p>	<p>Sponsor relationships are fostered and commitments delivered upon</p> <p>Sponsorship agreements are aligned with the College's character and positively reflect on our reputation</p> <p>Sponsorship revenue grows over the term of this position.</p>
<p>Make a positive contribution to the College's broader mission as one of our staff team</p>	<p>The College's Catholic Character is supported and celebrated through this role.</p> <p>Positive and effective working relationships exist with other College and Foundation staff</p> <p>College procedures including Health and Safety practices are observed</p>

To be successful in this role, you will need:

- Marketing or community engagement experience; a qualification in those areas would be an advantage
- Social media experience and the ability to learn and utilise new media platforms
- A passion and enthusiasm for building the St John's College and Old Boy community; an existing connection with the College could be an advantage
- Excellent communication, story telling and content creation skills
- A willingness to learn and manage a membership database system; ongoing support and training will be provided
- Sound administrative skills
- A positive can do attitude and ability to self-manage
- A flexible approach to meeting the needs of both the College and the Foundation

**HOURS: 20 hours per week at times negotiated for the right candidate. It is possible that a portion of time could be worked from home.**