



St Philip's Christian College Cessnock

Employment Information Pack

2022 COLLEGE APPOINTMENTS

Applications from suitably qualified and experienced people are invited for the following position:

Marketing & Communication Officer (full-time)

The anticipated outcome of this advertisement is that the successful applicant will be appointed to the staff of the College, commencing in 2023. Salaries will be paid in accordance with the Industrial Instrument that has been negotiated with staff.

APPLICATIONS CLOSE

15 January 2023

Requests for further information beyond what is contained in this information pack should be directed to:

MRS KARRI MATHESON

Head of Human Resources

Ph: (02) 4007 5000

Email: karri.matheson@spcc.nsw.edu.au

THE COLLEGE MOTTO

The College Motto comes from the words of Jesus, in John 14:6, Jesus says, 'I am the Way, the Truth and the Life'. It is our desire that all students come to know this to be true in their own lives.

THE COLLEGE MISSION STATEMENT

St Philip's Christian College will continue to provide quality education in a caring, secure and challenging learning environment based on Christian beliefs, values and practice.

OUR VISION

St Philip's Christian College seeks to be a leading provider of quality Christian schooling within our nation, where:

- Every student develops a personal faith in Jesus Christ and is empowered to live with purpose, integrity and joy.
- Every student achieves their God-given potential and is well equipped to make a significant contribution to society.
- Every student benefits from innovative and effective learning experiences taught by skilled and dedicated teachers.
- Every student enjoys a safe and secure learning environment wherein they feel connect and affirmed.
- Every student contributes to a culture of respect, dignity, care and concern for others.
- Every student has access to excellent learning resources and is taught in the best learning facilities we can provide.

OUR CORE VALUES

1. Christ First
2. Serve One Another
3. Strive for Excellence
4. Do What is Right
5. Build Community

OUR CORE APPROACH

As the campus grows, we will look to always have:

- A caring atmosphere where each student knows that there are adults who will listen to them;
- A safe environment where excellence in character is free to express itself; and where destructive character is restrained and offered to be retrained; and
- An engaging learning environment that provides appropriate learning challenges and so releases all of our students to excellence.

AN INTRODUCTION TO ST PHILIP'S CHRISTIAN COLLEGE CESSNOCK

St Philip's Christian College Cessnock is located in the heart of the Hunter Valley on a 42-hectare site on Wine Country Drive, Nulkaba. It is a rapidly growing Independent school with almost 1200 students K-12. The College has experienced rapid growth over the past few years and will continue to expand to 1,400 students and beyond.

A key priority of our College is to ensure our education is geared towards preparing students for the challenges of today's world i.e., developing the learning capacity of every child and shifting the emphasis from teaching to learning. Linked with this is our desire to engage students so that they are connected in relationships with staff and each other and are encouraged to think deeply. We also recognise that education cannot be limited to the classroom and so must involve the wider community.

Cessnock is an area rich in opportunities as well as challenges. Our College needs teachers and business staff who know that they are called by God to work in such a pioneering field and who are confident in being able to connect with students, staff, parents and the surrounding community. We need teachers and business staff, therefore, who share the vision of the College — teachers who have the necessary flexibility, initiative and leadership skills for the task and teachers who are willing to be part of a team committed to forging this initiative in Christian education. Having interests and skills which can be used in extra-curricular activities will be an advantage.

ROLE DESCRIPTION

The Marketing & Communications Officer is an integral part of the College, working with our College Principal and Executive Leadership Team to co-ordinate the strategic implementation of marketing and communication within the school. Experience is preferred in the areas of marketing and communications. It is expected that the person will have strong interpersonal skills and a hardworking dedicated attitude.

Duties of the Marketing & Communications Officer may include:

- Write, edit and publish content to share on social media profiles and partner channels — using databases, content management systems (CMS), and other tools to streamline and share content
- Maintain brand innovation, and keep abreast of marketing and communications trends and forecasting
- Monitor brand-related mentions on all social platforms and engage with community responses to articles and posts
- Leading social media strategies across channels: developing and publishing content to support campaigns related to recruitment, alumni, family engagement, maximising exposure and solidifying brand position and revenue growth goals
- Manage social content production schedules, monitor activity, and notify stakeholders of relevant outcomes, fluctuations and plans

- Develop and oversee brand voice for key executives — including ghost writing of media releases, blogs, executive summaries and vision/goals
- Ensure all press materials, social and website content and other related media follow brand guidelines, and marketing best practice.
- Advise, promote and provide collateral for activities and events that impact on the College's relationship with external community including fundraising, major events, brand management, marketing and communications, advertising, and media relations in conjunction with the College Registrar, student recruitment and retention schemes
- Develop and maintain sustainable relationships and partnerships with new and existing partnerships to help establish strong links with the community and key stakeholders
- Content-focused quality: EDM marketing, artwork and video development, initiative launches, events, traditional advertising, public relations, customer communication and stakeholder engagement
- Lead the development and integration of K-12 Communications Plan and Strategy — and K – 12 Marketing Plan and Strategic, solidifying company champions, and breaking down internal silos
- Analyse and report on marketing strategy to Executive Leadership Team and Foundation Office

- Carry out market research and customer lifecycle management — including journey mapping, segmentation, engagement and growth opportunity analysis, and relationship/retention programs
- Development of all stationery and corporate collateral items/templates including business cards, letterheads, commercial documentation and similar — delegating and in collaboration with Graphic Designer
- Lead the integration of the strategic communications plan: implementing cohesive messaging and utilising multi-channel communication including College app, LMS platform, parent portal, EDM's, website and social media
- Responsible for the coordination of documentation for the Annual Report, School Improvement Plan, School Vision, Learning Framework and Partnerships Framework
- Liaising and coordination with printing suppliers and other such businesses to coordinate timely delivery on all projects

ROLE REQUIREMENTS

- Committed Christian and an active church member
- Display discretion, confidentiality, honesty and integrity
- Be positive, self-directed, enthusiastic and highly motivated
- Demonstrate adaptability, resilience and the ability to manage work related pressures
- Work cooperatively and collaboratively as a member of a team
- Demonstrate high level of organisation and excellent phone manner



- Demonstrate flexibility to deal with a constantly changing school environment
- Be innovative, suggest and develop new and improved procedures
- Ability to maintain high standards and have a calm and methodical approach
- Ability to multi-task, prioritise workload and meet deadlines
- Excellent written and oral communication skills
- Possess a sense of humour and excellent interpersonal skills
- Ability to work successfully with teachers, students, leaders and the wider school community





COMPLETING THE APPLICATION

If you believe that you possess the necessary qualities and commitment for this position, you are invited to make an application. Completed applications should comprise of:

- A completed St Philip's Christian College Cessnock 'non teaching' application form, available on the website.
- A comprehensive Curriculum Vitae
- A supporting statement outlining your suitability for the position (please make it clear for which position you are applying).
- Signed copies of the Employment Collection notice (as required by law) and agreement with the Staff Code of Conduct
- Any other information you consider relevant to support your application

APPLICATIONS CLOSE

15 January 2023

APPLICATIONS SHOULD BE FORWARDED TO:

Mrs Karri Matheson

Head of HR

St Philip's Christian College Cessnock

PO Box 833, Cessnock NSW 2325

