

POSITION DESCRIPTION



METHODIST
LADIES'
COLLEGE

Marketing Coordinator

Reports to:
Director Marketing & Communications
Department/Section:
Marketing & Communications
Role Purpose
This position provides support to the Marketing & Communications team primarily and supports internal and external communication activities, social media management, photography, content and design, plus event co-ordination and delivery. This position also interacts and collaborates with stakeholders across the College including staff, parents, students, College Support Groups and external suppliers.
Key Relationships:
<ul style="list-style-type: none">• Director Marketing and Communications• Team members• Internal staff• External College Stakeholders• Community members• College Support Groups
Qualifications and Experience:
Essential <ul style="list-style-type: none">• A Bachelor's degree in Marketing/Communications or related qualification.• Strong verbal and written communication skills .• Strong interpersonal skills with the ability to engage and relate at different levels.• Strong organisation and collaboration skills.• Demonstrated initiative and proactivity.• Positive 'can do' attitude and team collaboration skills.• Highly professional approach and personal presentation.• Demonstrated achievement orientation and the desire to learn and grow. Desirable <ul style="list-style-type: none">• Experience with Canva and Wordpress.• Photography experience for social media and internal College events.
Key Responsibilities:
Administration <ul style="list-style-type: none">• Provide general support to the Marketing and Communications team• Reconcile monthly credit card account statements• Manage calendar scheduling for College activities / events• Manage all Humanitix (event registration tool) requests including Support Groups (Parents of MLC, Friends of Rowing, Friends of Music, Collegians, Per Adua).

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- Manage the MLC Community & Events inboxes.
- Manage and maintain data bases and contact lists.

Communications

- Own, plan and execute the Social communications across all channels - FB, Instagram, Linked In and the Collegian channels with supervision from the Communications Specialist and Director of Marketing.
- Provide photography support for socials and other smaller requests including Headshots, group photos and other photography support as needed at College events.
- Produce the weekly Wyvern e-newsletter.
- Produce the twice a term Collegian Connection newsletter.
- Co-ordinate updates online for MyMLC portal and the Parent Handbook.
- Prepare Welcome and other packs for events, meetings and campaigns.
- Prepare and draft College news stories.
- Updating of the website and parent app as needed.
- Providing support to other departments within the College as directed by the Director of Marketing and Communications.

Events

- Support the Events Specialist with all aspects of event planning including but not limited to:
 - Preparing run sheets
 - Bookings - rooms, venues, catering, contractors
 - Registrations
 - Preparing presentations
 - Signage and props
 - Set up and pack down
 - Photo's/videos
 - Other tasks as required.

Projects

- Assist with smaller graphic design work in Canva.
- Undertake competitor research.
- Prepare draft documents, media content/communications as required.

General

- Perform other duties / tasks as may be directed from time to time by the Director of Marketing and Communications
- Model and represent the College's Vision, Mission and Values at all times.

Terms of Appointment: 1 FTE Ongoing