



EMANUEL SCHOOL

Role statement

Marketing and Communications Assistant

Reporting to: Manager of Marketing and Communications

Part-time position: 0.8

Responsibilities

The Marketing and Communications Assistant will work with the Manager of Marketing and Communications to promote the School and ensure positive, timely and effective communications between the School and its community. He/she will also assist with the organisation of school events. The Marketing and Communication team works actively to present the School to the community, through visual, print, electronic and verbal media and has a contributing role in event management for the School.

Specifically, this includes assisting with:

- Administration of the Foundation Board and the organisation of Foundation events and development of Foundation marketing collateral
- Development and maintenance of donor relationships
- Promotion and organisation of School events
- Preparing media releases and liaison with journalists as required
- Ensuring that the School's website is up-to-date and accurate
- Preparing marketing and promotional material for the School and outside agencies
- Managing the brand/image of the School and ensuring a high profile for the School in the community
- Taking photographs at School events
- The preparation of promotional advertising in a timely and professional manner and adhering to advertising deadlines
- Contributions to the weekly newsletter, Ma Nishma, by timely collation, preparation of articles, photographs and liaison with the editor, as well as weekly proof reading
- Deputising for the regular editor of Ma Nishma when necessary
- Ensuring the correct use of the School's logo and style guide
- Support the ongoing development of the donor database
- Sourcing material for promotional and gift purposes
- Cover reception as required

- Attending Marketing Committee and Planning meetings as an active contributor and minute taker as required
- Ensuring timely provision of reports, advice and support to the Principal, School Board and Marketing Committee as required.

In addition, the Marketing and Communications Assistant is required to demonstrate support of the School vision, values, ethos and mission and undertake other duties as required by the Principal.

Qualifications required

Marketing, or communications or related qualifications and/or experience in a similar role are important for this position.

Highly desirable experience

- InDesign
- Photoshop
- WordPress

Sound knowledge of the education sector and its operation within an independent, co-educational school context would be well regarded.

Skills and attributes needed

Within the context of the role described above, the ideal applicant will be someone who:

- Is invigorated by learning and is an autonomous learner who takes initiative
- Possesses an ability to work collaboratively
- Presents a professional image
- Displays enthusiasm and initiative
- Well-developed written and verbal communication skills and the ability to present information in a logical and clear manner
- Demonstrable problem solving skills with a solution-orientation focus, an ability to question constructively and to think logically and laterally
- Ability to see the wider perspective and to achieve specific objectives
- Good time management and planning skills, with an ability to prioritise tasks, meet prescribed deadlines and concurrently manage a number of competing tasks
- Thoughtful about ensuring the best outcomes for the School
- Demonstrates a commitment to strong collaborative approaches and sharing of information
- Demonstrates a high level of integrity, confidentiality, sensitivity and discretion
- Possesses a positive outlook, strong interpersonal skills, high emotional intelligence and ability to build relationships
- Exercises ownership and concern for the quality of their own work, reflected in high attention to accuracy and detail
- Flexibility and adaptability
- Strong community and service ethic and commitment to delivering exceptional service.

About Emanuel School

Emanuel School is committed to providing co-educational excellence in a Pre-school to Year 12 continuum. We value the individuality of all students and encourage the development of their special interests and talents. Our objective is to extend our students to the best of their ability, and to foster a love of learning, a strong sense of community and a pride in their Jewish heritage. We strive to create an environment in which genuine acceptance and understanding can develop. These concepts are reflected in the School motto “Mind, Spirit, Being”.

Emanuel School is small enough to provide an individual, nurturing environment and large enough to provide a wide range of subjects and opportunities for our students. Emanuel School is a dynamic learning community within an intimate learning environment delivering strong academic outcomes. The School occupies the Stanley Street site with around 850 students from Preschool to Year 12, comprising a two-stream K-4 and three streams thereafter. The School’s commitment to excellence, quality, service and values ensures that it continually improves the delivery of all its programs for the benefit of its students. There are many opportunities for students to participate in a wide range of activities and students have a strong commitment to community service.

❖ Values

Emanuel is a Jewish Community School that nurtures a commitment to Jewish community, heritage, ethical living and the State of Israel. We do this through a commitment to egalitarianism, pluralism, coexistence, tradition, mitzvot, Torah and Hebrew. We do so as Jewish, Australian and Global citizens. In particular we value:

- Excellence
- Perseverance
- Lifelong love of learning
- Respect
- Integrity
- Responsibility
- Compassion
- Generosity
- Justice
- Community

General aspects of the role

The successful applicant will be a member of the school’s non-teaching staff and as such, will participate in the regular life of the School. The successful applicant must agree to probity checks under the Child Protection Act 1998. They must also complete the Working with Children Declaration and consent form online and provide 100 points of identification to enable the check to be completed.