



# EMANUEL SCHOOL

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## MARKETING AND COMMUNICATIONS SPECIALIST ROLE DESCRIPTION

### Role Purpose

We are seeking a highly motivated, detail-oriented, and innovative Marketing and Communications Specialist to join our collaborative and dynamic team. The successful candidate will demonstrate the ability to manage multiple priorities in a fast-paced environment and bring a strong passion for strategic communications, brand development, event co-ordination, and digital engagement.

This is a permanent, full-time position that works all year round, with the exception of the school closure period over December/January. Other leave is available throughout the year during the school holidays by mutual agreement and for Jewish Holidays.

The hours of work will be 8am-4pm, Monday to Friday. Attendance at school events outside of school hours will be required with advanced notice.

### Responsibilities and Reporting Lines

Reporting to the Head of Marketing, this role encompasses, but is not limited to the following key areas:

#### Content creation and media

- Day to day management of the Social Media and Digital Content Coordinator.
- Be responsible for the content and creation of the weekly school newsletter (Ma Nishma) and review current practices to ensure best practice implementation.
- Support social media content creation, scheduling, and audience engagement in collaboration with team members.
- Oversee video production, scripting, and photography.
- Capture and curate photography for events, social media, and publications.
- Manage relationships with external photographers and maintain internal photography schedules and archive
- Assist with media releases, advertisements, and press liaison.

#### Branding and communications

- Collaborate on the development of consistent branding across all the School's communication channels including, but not limited to style guides, brochures, and handbooks.
- Manage the delivery of school publications including handbooks and brochures.
- Work with other departments to streamline communications and processes.

## **Event management and co-ordination**

- Plan, co-ordinate, and execute a wide range of school events in collaboration with internal teams and external stakeholders.
- Manage logistics, ticketing and communication of events across various channels.
- Manage the input of audiovisual, maintenance, and other departments to ensure seamless event delivery.

## **Digital and web projects**

- Manage the development and ongoing maintenance of the new school website, including planning, content co-ordination and liaison with internal stakeholders and external developers.
- Support with the redevelopment and ongoing maintenance of the internal school information sites.
- Lead the training of digital tools such as Humanitix across departments.

## **Stakeholder engagement**

- Work with the Marketing team to update, share and amplify Emanuel School's key messaging with internal and external stakeholders.
- Collaborate with internal stakeholders on the delivery of marketing events and initiatives.

## **Innovation and trends**

- Stay abreast of the latest digital and communications innovations, trends, and issues to ensure the School is presented in the best possible light to the Emanuel and wider communities.

## **Skills and Qualifications Required**

The ideal candidate will possess the following qualifications, experience, and attributes:

- A tertiary qualification in Communications, Marketing, Public Relations, or a related discipline.
- Approximately 3–5 years of experience in communications, marketing, or a related field, with a proven track record of delivering high-quality outcomes.
- Exceptional written communication skills, with the ability to craft compelling content for a range of internal and external channels.
- Demonstrated ability to build and maintain strong relationships with a diverse range of stakeholders.
- Highly developed organisational and time management skills, with the capacity to manage multiple projects and competing deadlines effectively.
- Strong interpersonal skills, with the ability to work collaboratively and influence outcomes across teams.
- A proactive, self-motivated approach with the ability to take initiative and work independently without close supervision.
- Flexible and adaptable, with the ability to thrive in a dynamic and evolving environment.
- Strong analytical and critical thinking skills, with the ability to absorb complex information and translate it into actionable insights.

- A strategic mindset with the ability to identify risks and opportunities and respond with appropriate, forward-thinking solutions.

### **Emanuel Employee Qualities and Attributes**

Emanuel staff are highly competent, passionate and engaging. They ensure the best possible learning environment for students and are committed to their own continued growth as professionals.

As an Emanuel employee, it is expected that you possess the following qualities and attributes:

- A passion for continually improving your practice and a commitment to ongoing professional learning.
- Capacity and desire to make a positive contribution to the wellbeing of students and fellow staff.
- Demonstrated strong interpersonal and communication skills and the capacity to develop and sustain productive relationships within the school community.
- Generosity in sharing your expertise with colleagues, and an openness to welcome observations and feedback from other staff.
- Support for the ethos of the School with a willingness to make a significant contribution to the life of the School.
- A team player who is keen to work with colleagues to best meet the learning and wellbeing needs of individual students.

### **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.

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 880 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 value 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.

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".

### **Values and Jewish Life**

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

At Emanuel, we welcome staff and students of all backgrounds and religions. Applications are made without reference to a candidate's religion.

### **Emanuel seeks to be a child safe school**

Emanuel School is committed to promoting the safety, welfare, and wellbeing of our students as our paramount priority. We seek to maintain a preventative, proactive and participatory approach to child safety, promoting student voice and agency.

Emanuel School has zero tolerance for child abuse and has established systems and policies to protect children, while in the School's care, from abuse and to promote physical, emotional, and cyber safety. The protection and wellbeing of students is the responsibility of all members of the Emanuel School community, and encompasses:

- a duty of care to ensure that reasonable steps are taken to prevent harm to students which could reasonably have been foreseen
- obligations under child protection legislation.

Emanuel School welcomes and celebrates diversity and remains committed to promoting the safety of every child.