



ST GEORGE CHRISTIAN SCHOOL

JOB DESCRIPTION

St George Christian School (SGCS) is a K-12 Co-educational School with a reputation for strong academic outcomes, intentional pastoral care and a disciplined and warm environment. Our devoted staff strive to make a positive difference in the life of their students.

SGCS is a dynamic learning community encouraging the development of students' personal character and gifts, whilst experiencing joy in learning and excellence in teaching in a supportive K-12 co-educational Christian environment.

Marketing Manager

Permanent Part Time - 3 days per week

Hurstville Campus

SGCS requires all staff members to meet the school's requirements of being a committed, evangelical Christian who regularly attends a church and is in full agreement with the [SGCS Statement of Faith](#).

The Marketing Manager will promote the achievements and talents of our K-12 school community, showcasing the School and fostering strong word-of-mouth recommendations.

The successful applicant will be responsible for further establishing a strong pipeline of new enrolments. Working closely with key stakeholders, the successful candidate will foster authentic and productive relationships whilst leading and executing marketing initiatives with creativity and purpose.

This is an opportunity to contribute to a highly regarded independent Christian school in Sydney's St George area. Working alongside enthusiastic and engaged teams of school staff, the Marketing Manager will take initiative to bring fresh ideas to life, driving the marketing and community engagement space.

Accountabilities and responsibilities:

Growing the School's Presence

- Manage the User Interface/Experience of the School's website while ensuring it is updated with relevant information to engage and inform users and drive enrolment related enquiries.
- Curate the School's social media presence for the School by setting up social accounts, consistently creating and posting content, and owning community management.
- Implement a social strategy with content pillars that highlight and inform stakeholders of achievements, activities and events across Kindergarten to Year 12.
- Own the creation and optimisation of all marketing collateral, ensuring that it aligns to the School's mission, raises awareness and drives enquiries.
- Manage the School's marketing budget with an analytical and performance mindset.
- Regularly report back to the business on the impact of marketing activity and events.

Community Engagement

- Work with the School's Parent Connect group to facilitate parent-led meetings once per term, arranging guest speakers from within the School community to keep parents informed.
- Plan and schedule Parent educational workshops each semester.
- Develop and implement an Alumni engagement strategy that builds and sustains affinity and connection with the School.



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General Responsibilities

- Stay up-to-date with the latest marketing trends and best practice, and make recommendations to the Principal on adoption.
- Work closely with stakeholders to ensure all marketing related activities run successfully.
- Be hands on to not only develop the strategy but to execute and report on results.

Essential Requirements

- Experience with planning, executing and reporting on marketing campaigns.
- Experience dealing with a variety of stakeholders and external consultants, all with various knowledge and understanding of marketing, to effectively communicate ideas and results.
- Strong creative, interpersonal and organisational skills, with a high attention to detail.
- A positive attitude, inquisitive mindset and eagerness to continuously improve.
- Creative thinker with a keen eye for detail.
- Proficiency in photography.
- Passionate and enthusiastic about contributing to the community at St George Christian School.

Reporting to the Principal, the role is a permanent part-time position working 4 days p/w during school terms including:

- Staff preparation days during Week Zero (prior to students commencing in Term 1)
- Staff only days at the conclusion of the school year
- Two days after the end of Terms 1, 2, and 3 (negotiable)

Flexibility may be required to attend School related activities.

Remuneration:

Salary and related conditions are in accordance with the NSW Christian Schools General Staff Multi Enterprise Agreement 2020-2023.

Application Process

Forward your application including:

- Cover Letter
- [SGCS General Staff Application Form](#)
- Resume
- Copy of academic transcripts/qualifications
- References

to employment@sgcs.com.au. Application date will remain open until the position is filled.

St George Christian School's mission is to develop each person's character and gifts, for serving God and his people by promoting joy in learning, excellence in teaching and personal Christian faith and growth towards maturity. The School is committed to ensuring the safety, welfare and wellbeing of all children at the School and is dedicated to protecting them from abuse and harm.