

POSITION DESCRIPTION

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| Position title | Marketing Manager |
| Department | Support Services |
| Reporting to | Principal |
| Date reviewed | May 2026 |
| Date effective | Term 2 2026 |
| Industrial award or agreement | Independent Schools NSW (Professional & Operational Staff) Cooperative Multi-Enterprise Agreement 2025. |
| Supervisor | Principal or his/her delegate |
| Tenure | Part time – 2 days per week |

PREAMBLE

Clarence Valley Anglican School is a co-educational, Christian School with an Anglican Foundation, inclusive of all, caring and positive.

We offer high quality, affordable education from Pre-Kinder to HSC, emphasising care of students and their families, academic excellence, participation in a range of activities, links with the community, innovative pathways in education and growth in Christian and civic values.

POSITION DESCRIPTION

The Marketing Manager is responsible for developing and implementing marketing and communication strategies that support the growth, promotion, and reputation of the School. The role focuses on enhancing community awareness and engagement through effective digital marketing, branding, communications, publications, and event promotion.

The Marketing Manager will work collaboratively with staff, students, parents, and the wider community to showcase the School's programs, achievements, and values.

Key Responsibilities

Marketing and Communications

- Develop and implement marketing strategies aligned with the School's strategic vision and enrolment goals.



- Promote the School through digital, print, and community marketing initiatives.
- Create engaging content for newsletters, social media, publications, and promotional campaigns.
- Coordinate marketing campaigns to increase community awareness and engagement.
- Ensure all communications reflect the School’s branding and values.

Digital Media and Content Creation

- Manage the School’s website and digital communication platforms.
- Create and schedule content across social media channels.
- Design visual content including graphics, advertisements, brochures, flyers, and presentations.
- Capture and coordinate photography and video content for promotional purposes.
- Monitor analytics and engagement across digital platforms to evaluate marketing effectiveness.

Community Engagement

- Liaise with staff to identify opportunities to promote School events, student achievements, and programs.
- Build positive relationships with parents, alumni, community groups, and external organisations.
- Represent the School at events and community functions where required.
- Assist in coordinating School events, open days, and promotional activities.

School Communications

- Manage communication alerts and updates through the School app and communication systems.
- Prepare media releases and other public relations materials as required.
- Ensure timely and professional communication with the School community.

Budget and Administration

- Assist with the preparation and management of the annual marketing budget.
- Coordinate printing, advertising, and promotional materials within approved budgets.
- Maintain marketing databases, publications, and promotional resources.

Selection Criteria

The successful applicant will demonstrate:

- Experience in marketing, communications, public relations, or a related field.
- Excellent written and verbal communication skills.
- Strong organisational and time management abilities.
- Experience managing websites and social media platforms.
- Graphic design and content creation skills.
- Ability to work collaboratively and build strong professional relationships.
- Creativity, initiative, and attention to detail.
- Understanding of branding and community engagement principles.

Qualifications and Experience

- Relevant qualifications in Marketing, Communications, Media, or related field (desirable).
- Experience in a school or education environment is desirable but not essential.
- Current NSW Working With Children Check or ability to obtain one.

Personal Attributes

The Marketing Manager will:

- Demonstrate professionalism and confidentiality.
- Be proactive, flexible, and highly organised.
- Show initiative and creativity.



- Support the ethos and values of the School.
- Maintain positive and respectful relationships within the School community.

Work Health and Safety

All staff are required to:

- Follow School policies and procedures.
- Maintain safe work practices.
- Support the wellbeing and safety of students and staff.

Child Safety Commitment

The School is committed to providing a child-safe environment where all children and young people are safe and supported. All staff are expected to uphold and promote the School's child safety policies and practices.

Karin Lisle
Principal
May 2026

