



MELBOURNE
GRAMMAR SCHOOL
AN ANGLICAN SCHOOL

Job Description

Position

Head of Marketing and Communications

Reporting to

Director of Community Relations

Context of the Role

Founded in 1858, Melbourne Grammar School educates some 1,800 students from Prep to Year 12. It aims to develop fully within its students the 'whole person': intellectually, physically, emotionally, psychologically, socially and spiritually.

The School is organised into three campuses to meet the needs of different age groups. Our Junior School, Grimwade House (Prep to Year 6) is located in Caulfield, and is coeducational with 650 girls and boys. The Middle School, Wadhurst (Years 7 and 8), and Senior School (Years 9 to 12) are in South Yarra and cater for 1,200 boys - day students and boarders.

Purpose of the Role

The Head of Marketing and Communications role is responsible for developing and implementing a comprehensive marketing and communications strategy that aligns with the school's values, vision and strategic priorities. This position leads all aspects of marketing, communications, public relations, and brand management, ensuring consistent and compelling messaging across all communication platforms.

A proven and effective storyteller, the Head of Marketing and Communications plays a key role in developing and sharing stories about Melbourne Grammar School's people, place and purpose with diverse audiences.

This role is largely responsible for providing the primary interface through which prospective students and their families as well as prospective staff initially engage with the School – including through owned and earned traditional and digital platforms – accordingly, there is a strong focus on ensuring this engagement is consistently sophisticated, relevant and compelling, and fosters an interest in enrolling in or working at the School.

This role also is the primary contact for media inquiries and issues management, advising the Headmaster, Director of Community Relations, and others that may influence the School's reputation.

The ideal candidate will be a strategic thinker, a creative problem-solver, and a passionate advocate for the School.

The level of responsibility and nature of the role of Head of Marketing and Communications is such that afterhours contact may be required, including during weekends and School closures.

Key Internal Contacts

Headmaster	Director of Community Relations
Heads of Campus	Head of Development
Marketing Manager	Head of Alumni & Community Relations
Graphic Designer	Head of Admissions
Professional and Teaching Staff	

Key Responsibilities

The following responsibilities are not exhaustive, nor necessarily in order of priority, but are indicative of the range and nature of the role.

Brand and reputation management

- Lead the development and implementation of an overarching brand strategy and identity, as well as sub-identities, which support the School's strategic priorities and build the reputation of the School.
- Ensure key messaging is consistent across mediums and platforms.
- Serve as the primary contact for media inquiries, building strong and positive relationships with key media contacts.
- Proactively develop and implement mitigation communication strategies in response to issues arising in the education sector and in relation to the School and manage crisis communications as necessary.



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- Oversee the development and implementation of marketing strategies, plans, and campaigns across student recruitment priorities.
- Focus on accessible communications practices and leveraging new technologies and consumer insights to support the School's marketing and communication priorities.
- Produce sophisticated, relevant and engaging content for each of the School's external facing communication platforms, including creating each edition of *Grammar News*, one of the School's major points of contact with the School community.
- Manage the day-to-day editorial function of communications, with particular emphasis on writing excellence as well as style and tone, for external facing material emanating from the School.
- Develop and monitor the School's digital communication strategies, plans and associated content across, for example, the School's websites and social media accounts.
- Facilitate and lead the creation of video, photo and creative assets for implementation across various communication channels.

Leadership and Engagement

- Lead and mentor the marketing and communications team, fostering a collaborative and high-performing environment
- Act as a thought partner to the Headmaster or appropriate delegate in the approach to communication and issues strategies and messaging.
- Collaborate with and actively support the Head of Development, Head of Alumni & Community Relations, and Head of Admissions to ensure the overall objectives of the Community Relations team are met
- Build strong rapport across Melbourne Grammar School staff and develop insights into how their work supports the School's objectives.

Knowledge, Skills and Qualifications

- A degree in marketing, journalism, communications or media, with relevant industry experience.
- A good understanding of the independent school education sector.
- Quick but measured analytical and lateral thinking, accompanied by excellent writing and editing skills and a proven ability to write in a range of styles and tones to suit a wide range of audiences.
- Sound knowledge of the media and media law with an ability to draw on a network of media contacts as well as demonstrated experience in critical issues communication practices.
- Demonstrated ability to develop collaborative work teams as well as liaise with key stakeholders at all levels of seniority.
- Excellent project and time management skills, with the ability to multitask, prioritise workloads and meet tight deadlines.

Commitment to Child Safety

Melbourne Grammar School is committed to promoting and protecting the safety and wellbeing of all children and students within the School Environment. The School has no tolerance for child abuse and harm to children and students and takes proactive steps to identify and manage the risks of harm to students.

Particular attention is given to the child safety needs of Aboriginal and Torres Strait Islander students, those from culturally and linguistically diverse backgrounds, students with a disability, those unable to live at home, international students, and children and young people who identify as lesbian, gay, bisexual, trans and gender diverse, intersex and queer (LGBTIQ+).

Melbourne Grammar adheres to robust human resources practices, in the recruitment, selection and screening of candidates, to ensure that individuals working with children are suitable. The school aims to identify and recruit the best and most suitable candidates who share the School's values and commitment to protect children and students.



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All staff are responsible for understanding and applying Melbourne Grammar Schools Child Safety policies and procedures, upholding the overarching principles and values set out by the School and take all reasonable steps to promote and protect the safety of children and students. All teaching staff are required to have a valid Victorian Institute of Teaching registration, or where appropriate, permission of the Institute to teach.

Risk Management, Occupational Health and Safety

Melbourne Grammar School is committed to providing a safe work and learning environment that supports the health, safety and wellbeing of students, staff, contractors, volunteers and our community.

Staff have a responsibility to:

- Familiarise and adhere to the Schools practices and procedures in accordance with Melbourne Grammar's OH&S Policy and Risk Management procedures
- Co-operate with the School's efforts to comply with its legal obligations under Victorian OH&S legislation.
- Perform duties in a safe manner without risk to health and safety, adhering to the Schools system for reporting OH&S incidents and hazards
- Take reasonable care for the health and safety of self and others, including those under your supervision

The purpose of this job description is to serve as a general summary and overview of the major duties and responsibilities of the position. It is not intended to represent the entirety of the position nor is it intended to be all-inclusive. Therefore, the position may be required or requested to perform other work duties not specifically listed herein. Melbourne Grammar School reserves the right to modify this job description in consultation with the incumbent depending on the operational needs and requirements of the School.