



Oakleigh Grammar

Position Description

Position:	Marketing Assistant
Reporting to:	Marketing Officer
Department:	Marketing & Development

Primary Purpose

Our School is looking for an experienced Marketing Assistant to provide a range of marketing, administrative and coordination services to support the School's marketing strategies, programs and initiatives.

Position in Context

Reporting to the Marketing Officer, the Marketing Assistant will be responsible for taking on a variety of tasks that allow for the successful completion of the School's annual marketing campaign and objectives. The successful candidate will undertake the monthly newsletter, assist in the development of marketing collateral, school events and photography and videography, and will also be able to report and help track existing marketing campaigns.

Major Activities

- Develop monthly newsletter
- Help assist with monthly Open Days throughout the school year
- Assist with the creation of annual marketing collateral including: diaries, calendars and yearbooks
- Help with various graphic design tasks

Major Duties and Responsibilities

- Help with the creation and proofing of the monthly newsletter, annual yearbook and daily Facebook posts
- Help monitor the School's social platforms
- Assist in the undertaking of the School's busy design folio
- Facebook administration
- Website maintenance

- Quickly create and source information for press and media releases
- Help assist with daily ad hoc tasks and administrative tasks for the department

Key Stakeholders

The Marketing Assistant will be dealing with internal and external stakeholders as part of their role:

Internal

Marketing Officer

Principal and Heads of School

Finance Manager and Admissions Officer

Heads of Faculty and Staff

External

Prospective Parents and Students

Current Parents

Design and Advertising Agencies

Printers

Media and Photographers

School Sponsors

Key Selection Criteria

- Ideal candidate will possess industry experience in the marketing, communication and design streams, backed by relevant tertiary or voluntary experience
- Experience in Adobe Suite and the creation of developing artwork for various mediums, including billboards, print and digital would be preferred
- Working knowledge of Microsoft Office, Adobe Suite and social media is essential
- Exceptional written communication skills - grammar and spelling
- Strong interpersonal skills to interact with internal and external stakeholders
- Ability to multi-task and balance competing priorities to manage workload
- Excellent attention to detail with a positive and can-do attitude
- Ability to meticulously proof internal and external documents.

Child Safe School

Oakleigh Grammar has a **zero-tolerance approach to child abuse**. The School must comply with the minimum standard for the care, safety and welfare of students as detailed in the child safe standards specified by Ministerial Order No. 870.

Oakleigh Grammar is a Child Safe School and we are committed to ensuring a culture of child safety. We provide a safe environment for every child and student. All students have a right to feel safe and to be safe. We want our students to be secure, happy and empowered. We support and respect all children, from all cultural backgrounds and faiths.

Our School is committed to preventing child abuse and identifying risks early, and removing and reducing these risks. This includes measures to actively maintain a safe school environment both during school hours and outside the school day.

All Oakleigh Grammar employees and volunteers have a legal and moral responsibility to respond to situations involving child abuse and neglect including mandatory reporting of abuse or suspected abuse.

In addition Oakleigh Grammar is committed to the safety of children from culturally and/or linguistically diverse backgrounds, and to provide a safe environment for children with a disability.

We also have specific policies, procedures and training in place that support the Board of Management, Leadership Team, Teachers, Staff and Volunteers, to achieve this important outcome of a child safe school.

All staff employed by the School are required to:

1. Show evidence of a current Victorian Institute of Teachers Registration (or Provisional Registration) or Working with Children Check, as required.
2. Commit to the School's child safe school policies and procedures which include:
 - **Child Safe Policy**
 - **Mandatory Reporting Policy**
 - **Staff Professional Boundaries Policy**These policies can be viewed on the School website at <http://www.oakleighgrammar.vic.edu.au/policies-and-procedures/>
3. Take part in child safe school training each year.