



# Carmel School

FAITH & KNOWLEDGE

## Marketing and Enrolments Coordinator

### Position Description

#### Organisation Overview

Carmel School is a vibrant Jewish day school, and one of Perth's highest performing Kindy – Year 12 schools. Located in Dianella, our student body comprises close to 500 students and we have just over 100 staff employed. Following the successful appointment of a new Head of Marketing and Communications, and the completion of the Carmel School Strategic Plan in 2016, the School is now seeking to fill the part-time role of Marketing and Enrolments Coordinator to cover an 18-month period of parental leave and support the activities and initiatives in this area of strategic importance to the School. Our expectation is that staff will maintain the School's high standards and strive to achieve excellence in all that they do.

#### Position Overview

Reporting to the Head of Marketing and Communications, the Marketing and Enrolments Coordinator will work across the School and is responsible for identifying and utilising marketing, communications, media and public relations opportunities to raise our profile and promote Carmel School to identified stakeholders. Consistency of our key messaging and promotion of our brand will be paramount, as will working with existing and new target markets to grow our enrolments.

The successful applicant will have primary responsibility for attracting new families to the School, and maintaining relationships with these families through the decision-making process. The Marketing and Enrolments Coordinator will also need to plan, create, repurpose and distribute content in external and internal communications, both hard copy and online, as well as assist with the maintenance of our social media platforms and website. This position will, together with other team members, also be responsible for evaluating the effectiveness of our communications activities.

This Position Description attempts to capture duties indicative of the day to day role of the Marketing and Enrolments Coordinator. Given the dynamic nature of the School environment, Carmel School reserves the right to alter roles and responsibilities to suit the leadership and management requirements at any point in time.

## Requirements

This position is offered at 0.5FTE for an initial period of 18-months, as parental leave cover. Hours are flexible and will be negotiated with the successful applicant. This position would suit a working parent, or a candidate who seeks to combine this role with other consultancy work. It is expected that functions and promotions will on occasion require after hours attendance and some weekend work.

This position involves working with children. The appointment of a successful applicant will be subject to satisfactory employment screening for child related employment in accordance with the law.

- Hold a Working with Children Check

## Key Responsibilities and Duties

### 1. Future student recruitment

- Working with the Principal, Heads of Primary and Secondary, and the Head of Marketing and Communications to locate and nurture relationships with future Carmel School families.
- Manage the enrolment process for future families and for the School, including conducting tours and facilitating meetings for parents and relevant staff and following up on enquiries in a timely and persuasive manner.
- Manage student recruitment events, including the annual Peek and Picnic, Carmel Mother's Group events, open-house events and Parent Information evenings.
- Events for preschoolers
- Record all enquiries in the School database and maintain an effective communications plan with leads to encourage enrolments.
- Oversee administration of the student lifecycle, including recruitment, orientation, graduation and early-exit.
- Lead School Tours for prospective parents in conjunction with and in the absence of Head of Marketing and Communications

### 2. Marketing

- Work with the Head of Marketing and Communications to implement marketing campaigns.
- Support the implementation of promotional events for identified stakeholder groups, including existing and prospective families and alumni.
- Identify opportunities to promote Carmel School to the current and prospective school community, both locally, nationally and internationally through a range of marketing activities, and, on occasions, represent the school at such events.
- Support the implementation of relevant market research on the quality of the School's current practices and future marketing opportunities.

### 3. Public Relations

- Assist with creating a favourable image for the School in the broad community
- Manage the use of the Carmel brand across all School and external applications, including the use of photography, video and social media
- Prepare communications material as requested.
- Establish and maintain relationships with key stakeholder groups (parent support groups, media, Dorot Carmel Alumni group).
- Represent the School at relevant events as requested.
- Assist the Head of Marketing and Communications in engaging all Carmel staff and students in communications and marketing initiatives.

### 4. Communications

Work collaboratively with the necessary internal staff and School partners to:

- Develop content for, and support the production of school publications, including the Yearbook and the weekly e-newsletter.
- Build relationships with teachers and the wider school community to source content.
- Take photos and video to create content and maintain a library of school images.
- Create PowerPoint photo displays for reception foyers and events.
- Assist with the maintenance of the School website.
- Draft publications as required.

### 5. Other Duties

- Provide support for the School photo days.
- Photography of School activities, for promotional purposes.
- Assistance with events.
- Other duties as required by the Head of Marketing and Communications and/or School Principal.

### Skills, Abilities and Personal Attributes

- Support the School's Vision, Purpose and Values.
- Understanding of brand positioning, marketing and communications principles.
- Effective relationship building and communication skills (both oral and written) and the ability to engage positively at all levels across the School.
- A sound understanding of the Perth and/or Australian Jewish community.
- Possess excellent written communication skills.
- Proven experience in maintaining social media platforms and websites.
- Experience in writing content for a wide range of communications with advanced proof reading and editing skills.

- Proven ability to work collaboratively and energetically within a dynamic organization.
- Possess self-motivation, creative endeavour and a willingness to accept responsibility.
- Be proactive/show initiative.
- High level of professional presentation and manner.
- Capable photographer with some videography skills or enthusiasm and ability to develop them.
- Ability to juggle multiple tasks and use initiative to adapt to various situations in a timely manner.
- Flexibility and the ability to adapt and operate effectively in a changing environment.
- Experience in education and/or non-profit environment desirable.

*Carmel School is an Orthodox Jewish Day School. Applicants are not required to be Jewish, however should be supportive of the values and ethos of the Jewish faith*