



EMPLOYMENT OPPORTUNITY

Currently available

EVENTS & MARKETING COORDINATOR

Toongabbie Christian College is a Kindergarten to Year 12 co-educational College in the western suburbs of Sydney. The College is a ministry of Toongabbie Baptist Church. Our purpose is to function as a Christian community in supporting families by providing quality education to develop the whole person in a Christ-centred, caring environment for life and eternity.

Toongabbie Christian College seeks to appoint an Events & Marketing Coordinator who will:

- Maintain a commitment to a faithful walk with the Lord Jesus Christ
- Demonstrate ongoing commitment to the College's Purpose and Purpose statements
- Commit to a growing understanding of the place of education, teaching and learning from a Biblical Worldview
- Set an example to students, staff and parents/carers in matters of faith and conduct

The Role

- This is a temporary (contract) full-time role commencing 4 November 2024 concluding 12 December 2025
- Monday to Friday 8.00am – 4.00pm
- Appointment in accordance with the NSW Christian Schools General Staff MEA Core Scale Level 4.1 to 4.4, \$78,911 to \$83,271 annually pending experience and/or qualifications plus superannuation
- Suitable qualifications may attract a different appointment level
- Stand down of 1 week during the school holiday periods may be considered
- Role description available at www.tcc.nsw.edu.au

Application documentation must include:

- Completed and signed Toongabbie Christian College General Staff Employment Application Form available at www.tcc.nsw.edu.au
- Full CV to demonstrate suitability for the position, including qualifications, relevant experience, current position responsibilities and employment history
- Certified copies of qualifications, if applicable
- Current Working With Children Check or an ability to obtain such a check
- Evidence of a First Aid credential or a commitment to obtain such a credential by the commencement date

Application process

- **Only applicants eligible to work in Australia may apply for this position**
- Submit application via email only - employment@tcc.nsw.edu.au
- Indicate in subject line the following: **Application: Events & Marketing Coordinator**
- **ALL DOCUMENTATION SUBMITTED AS A SINGLE PDF DOCUMENT**
- Specific enquiries regarding this role may be addressed to Dr Johan Giesel, Principal, 02 88632952 or principal@tcc.nsw.edu.au

Selection process

- Commencement date – 4 November 2024
- This role does not have a closing date and will close when a suitable applicant is found
- Interviews may commence upon receipt of suitable applicants

The College as a Safe School Organisation actively promotes the safety and wellbeing of all children. We are committed to protecting children from abuse or harm, in accordance with our legal and ethical obligations including Child Safe Standards. All applicants need to have a current Working with Children Check or be eligible to obtain a WWCC by the time employment commences.

ROLE DESCRIPTION

EVENTS AND MARKETING COORDINATOR

1. PURPOSE OF THE ROLE

The Events and Marketing Coordinator is responsible for organising all College events. In addition, the Events and Marketing Coordinator is involved in marketing activities relating to College events.

2. REPORTING RELATIONSHIPS

Reports to _____ Principal

Direct Report _____ Office Manager

This role _____ Events and Marketing Coordinator

Non-reporting relationships _____ Deputy Principal Primary

Deputy Principal Secondary

Deputy Principal Teaching and Learning

Business Manager

Head of Primary Operations

Head of Secondary Operations

ICT Operations Manager

Head of Library Services K-12

Facilities Manager

Executive Secretary

Head of Development

Human Resources Assistant

Enrolments Administrator

Office Manager

Koinonia* Administrator

Executive Assistants to the Deputy Principals

*Koinonia is the College's parent/carer group

3. PERSON AND PROFESSIONAL ATTRIBUTES

- Display interpersonal skills demonstrating the ability to interact, liaise effectively and establish positive working relationships with both internal and external stakeholders.
- Manage and prioritise a diverse workload while delivering high quality work in a busy environment.
- Experience of working in a fast-moving environment, with an ability to handle numerous projects with competing deadlines and priorities.
- Highly organised with, good time management skills.
- Excellent attention to detail and high levels of accuracy.
- Strong analytical and problem solving capabilities.
- Computer literate.
- Ability to work both independently and collaborate in a team environment.
- Ensure confidentiality remains a high priority.
- Strong written and verbal communication skills.
- Adaptable, flexible and self-motivated.

4. RESPONSIBILITIES

Demonstrated commitment to:

- Maintain a commitment to a faithful walk with the Lord Jesus Christ.
- Demonstrate ongoing commitment to the College's Purpose and Purpose Statements.
- Set an example to students, staff and parents/carers in matters of faith and conduct.
- Demonstrate a growing understanding of the place of education, teaching and learning within a Biblical Worldview.

Marketing Strategy

- Implement the College's strategic marketing and media plan in collaboration with the College's marketing consultant.
- Engage with relevant stakeholders, including the Executive, monitoring key marketing initiatives.
- Act as a central point of contact for staff in relation to marketing.

Communication Strategy

- Implement a strategic communication plan for the College in collaboration with the College's marketing consultant.
- Plan, write, edit and manage the design and production of high-quality internal communication in consultation with relevant stakeholders.
- Manage external communication and collateral for the College in consultation with the College's marketing consultant.

Digital Platforms

- Oversee/implement digital campaign strategies to strengthen the College's online profile and social media presence, in consultation with the College's marketing consultant.
- Oversee the website maintenance and accuracy consistently.
- Oversee and publish content to College's Facebook page and LinkedIn profile on a regular basis in accordance with the College's *Social Media Policy & Procedures*.

Enrolments

- Promote, plan and attend enrolment events (Open Days, College Tours, Enrolment Information Nights, Promotional Tables, etc) in collaboration with the Enrolments Administrator.

Alumni

- Establish and foster strong relationships with Alumni through networking consisting of written, digital and personal contact.
- Create and maintain an accurate Alumni database in consultation with the Office Manager.
- Plan, coordinate, promote and attend Alumni events where required.
- Support Alumni groups organising reunions.
- Develop and design promotion material as required for Alumni events.
- Build rapport with current students and families to consolidate their future Alumni involvement.
- Manage all enquiries from Alumni.
- Publish an Alumni publication twice a year to engage Alumni.
- Ensure an engaging presence of the Alumni on the College website.

Publications and Public Relations

- Plan and publish the College's Insight magazine twice a year in consultation with the College's marketing consultant.

Branding

- Act as 'brand guardian' and maintain all brand assets, and the effective application of the College's brand across all platforms, in conjunction with College's marketing consultant and the Office Manager.
- Provide guidance and training to staff using the College Style Guide.

- Monitor that documentation, publications and communication meet the College Style Guide requirements.
- Liaise with external providers to ensure correct application of College Style Guide.

Event Management

- Organise events/projects and/or engage with the organisers of events/projects to provide guidance, planning, promoting and support with such events/projects. Attendance at these events will be determined by the Executive.
- Coordinate the promotional activities of events/projects.
- These events are, but not limited to:
 - ToonieBITES
 - Toonie Tunes
 - K-12 Information Nights
 - BBQ if include in events
 - Easter and ANZAC Services
 - Mother's Day and Father's Day events
 - Graduations for Year 6 and 12
 - Celebration of Learning Day
 - Cake and Connect events
 - Tea and Tissues
 - Presentation Nights
 - Staff catering for PL Weeks, special events.

College Style Guide

- Draft and maintain the College Style Guide.
- Provide guidance and training to staff using the College Style Guide.
- Monitor that documentation, publications and communication meet the College Style Guide requirements.
- Liaise with external providers ensuring the College Style Guide is applied correctly.

Operational

- Draft and manage the budget for events in consultation with internal stakeholders.
- Ensure optimal use of the external (electronic) signs to communicate accurate messages to the College Community and a wider audience.
- Engage professionals and oversee the College's filming and photo shoots.
- Apply design and formatting skills creating relevant marketing material.
- Provide signage and arrange for photography, as required for all events.
- Oversee the Mascot program.
- Manage photo storage consistently on the nominate Drive.

Koinonia

- Create a presence for Koinonia in the College Community in collaboration with the Executive, the Koinonia Committee and the Koinonia Administrator.
- Plan, coordinate and promote Koinonia events in consultation with the Koinonia Administrator. Attendance at these events will be determined by the Executive.

General

- Attend collegial and College events/meetings as required.
- Participate and lead devotions and prayer.
- Attend compliance training as directed by the Principal.
- General recordkeeping associated with this role.

5. AGREEMENT

This role description is intended to describe the general nature and responsibility of work in this role. These statements are not constructed as an exhaustive list of all duties, tasks and skills required for this role. This role description should be read in conjunction with the employee’s current conditions of employment and the provisions of the *NSW Christian Schools General Staff Multi-Enterprise Agreement*.

Employees will also be required to follow any other role-related instructions and College policies & procedures, and to perform other role-related duties requested by the Line Manager (Principal) to support the College’s compliance with legislative obligations.

The Line Manager (Principal) may, in consultation with the employee vary the responsibilities of the role as required, but within the skills and responsibility levels appropriate to the role.

This role will undergo an annual performance review through regular performance conversations with the Line Manager and include goal setting.

By signing this role description, I agree that I understand the requirements of my role.

Employee name _____ Signature _____ Date _____

Line Manager _____ Signature _____ Date _____

Principal _____ Signature _____ Date _____