

Marketing & Events Officer

Position Description



Position Summary

The Marketing & Events Officer is responsible for the delivery of the College marketing strategy in collaboration with the Community Relations Officer and the coordination of College events.

The position plays a key role in supporting the promotion and advancement of the College brand through the design, production, and delivery of printed and digital marketing, branding, and publications, and the execution of professional and engaging events.

Working Relationships

The Marketing & Events Officer reports to the Business Manager

The Marketing & Events Officer works closely with the Community Relations Officer.

Employment Conditions

The Marketing & Events Officer is employed in accordance with the Lutheran Schools SA Enterprise Agreement.

Position Responsibilities

1. Marketing & Design
 - 1.1. Actively participate in the formation of an annual marketing plan, contributing to the development of marketing strategies, resource budgets, and agreed outcome measures.
 - 1.2. Monitor, assess, and report on the effectiveness of marketing strategies and recommend adjustments as appropriate.
 - 1.3. Work collaboratively with key stakeholders to lead the development, design, and distribution of College marketing materials, including but not limited to, brochures, letters, advertising, signage, invitations, posters, and presentations.
 - 1.4. Act as a steward of the Encounter Lutheran College brand, ensuring that all publicly available materials adhere to approved style and design guidelines.
 - 1.5. Support colleagues to adhere to approved style and design guidelines and create user-friendly templates for ongoing use.
 - 1.6. Create high-quality publications for distribution, including but not limited to, newsletters, yearbooks, College prospectus, and old scholar publications.
 - 1.7. Assist with the management of the College website, social media accounts, and apps.
 - 1.8. Take photos at college events and act as a liaison for professional photographers engaged for annual events.
 - 1.9. Assist with the effective management of digital images for use in publications and promotional materials, including cataloguing and archiving of photos, and compliance with use of photographic image permissions.

2. Event Coordination
 - 2.1. Provide comprehensive event coordination, including all planning, promotion, setup, execution, and pack down activities, for College functions, ceremonies, performances, fundraisers, and celebrations.
3. Relationship Management
 - 3.1. Establish and maintain professional relationships with staff and external clients to ensure the success of school projects and events, including sub-committees of the College such as Parents and Friends.
 - 3.2. Be actively involved in the community, promoting the College and establishing new connections with local and other businesses to build meaningful partnerships.
4. Work Health & Safety
 - 4.1. Be an advocate for work health and safety, demonstrating consistent adherence to safe practices.
 - 4.2. Proactively identify, report, and manage potential risks and hazards.

Selection Criteria

Qualifications *Desirable*

- Bachelor of Marketing, Communications, Business, Event Management, or similar.

Knowledge, *Essential*

Skills & Abilities

- Demonstrated expertise in brand development, customisation, and design.
- Graphic design expertise, including high-level skills in the Adobe suit of products and excellent attention to detail.
- Demonstrated ability to form collaborative and respectful relationships with learners, parents, colleagues, and the broader College community.
- A customer service approach with a consistently friendly, proactive, and professional attitude.
- The ability to cope with fluctuations in work volumes, determine priorities, and plan and organise workloads.

Desirable

- Previous experience providing an end-to end event management service with a commitment to delivering a high-quality experience.

Other

Requirements

Essential

- Personal alignment and demonstrated commitment to the Vision, Mission, and Values of the College.