



Position Description

Position Title:	Marketing, Communications and Event Management Coordinator		
Location:	Glen Education Office 2 North Drive Bentleigh East		
Reports to:	Customer Relations Manager		
Employment Type:	Part Time	Hours:	22.8
Approval:	Executive Management	Date:	February 2024

About Glen Education:

As a not-for-profit early year's organisation, Glen Education's historical roots are grounded in the belief that our purpose is to provide exceptional management and high-quality service provision to the community. Our current offerings include kindergarten programs, holiday care, inclusion and education support and the delivery of professional development.

Glen Education are committed to being an employer of choice and the ongoing development of our people.

Further information about Glen Education can be found by visiting gleneducation.org.au

Glen Education Vision: To be the leading provider of innovative, professional, inclusive Early Years education that delivers excellence in learning.

Glen Education Purpose: To deliver high quality service provision and responsiveness to the community, enabled by exceptional leadership and management.

Glen Education Values: Respect, Authenticity, Integrity, Community, Celebration, Excellence

Position Summary and Context

The Marketing, Communications and Event Management Coordinator is responsible for developing, implementing, and evaluating the Glen Education brand. The position will administer marketing campaigns, media, and social media engagement, coordinate promotional activities, liaise with internal staff and families on community awareness activities and fundraising, and report on project performance surrounding communication and marketing efforts. They will communicate with both internal and external stakeholders as a representative of Glen Education.

The Marketing, Communications and Event Management Coordinator will be an experienced and innovative professional, with considerable knowledge in the delivery of marketing, communication, and community awareness activities. The role will also assist with the production of videography projects and photographic shoots, event management, in addition to a variety of administrative and general operational duties in support of Glen Education's operations.

Relationships

Build strong professional relationships with all key internal and external stakeholders.

Internal Relationships	External Relationships
<ul style="list-style-type: none">• Glen Education Board• Executive Leadership Team• Glen Education Leadership & Managers• Glen Education Educators	<ul style="list-style-type: none">• External service providers & vendors• External consultants• General public• Glen Education families• Department of Education (DE)• Local Government and Councils

Key Responsibility Areas

Communications

- Oversee the development, implementation, and evaluation of the Glen Education brand.
- Support the development and lead the implementation of integrated marketing and communications strategies to support Glen Education's strategic plan and daily operations.
- Manage media and public relations initiatives to increase the positive presence of Glen Education in the early years sector.
- Lead and moderate key marketing and communications channels including the Glen Education website, social media, and other digital platforms.
- Develop and implement social media strategies to reach core internal and external stakeholders.
- Develop and implement traditional and digital publications that reflect and enhance Glen Education's image, engage prospective and current families, and inspire relevant stakeholders.
- Manage the production and publication of relevant internal and external communications.
- Draft and edit content for newsletters, design work, and relevant documentation, etc.

Marketing and Event Management

- Oversee the production and distribution of marketing and communications collateral including information for children and their families, Aboriginal and Torres Strait Islanders, culturally and linguistically diverse communities, key stakeholders, and partners.
- Design and place advertisements as required, to support marketing and recruitment strategies.
- Coordinate and implement any promotional activities and events.
- Production and management of internal marketing collateral, signage, merchandise, and resources to promote Glen Education at the local and state level.
- Lead the coordination of design briefs, photography shoots, videography logistics, events, and forums.
- Assist with the planning and execution of the AGM, annual report and other publications as requested of the executive team.

Reporting, Quality and Compliance

- Provide strategic advice and general support to the Management and Executive Leadership Teams as required.
- Provide regular analysis and reporting of all digital platforms (social media and website usage).
- Provide written and oral reports as required, detailing performance of communication and marketing efforts and showing areas of success and plans for enhancement.
- Establish initiatives, policies and procedures that deliver ongoing improvements in service delivery.
- Coordination of events that represent the Glen Education brand and contributes to the success of Glen Education's business operations.
- Operate with a high level of professionalism, solution focussed thinking and responsiveness.
- Foster a culture of innovative and solution-focused thinking through design and execution of our brand.

Key Selection Criteria (KSC)

Essential KSC

- A qualification in marketing, communications, media, or a related discipline.
- Demonstrated experience in leading social marketing campaigns and/or experience with community engagement methodologies.
- Proven track record in successful delivery and evaluation of campaigns.
- Demonstrated experience in developing innovative marketing and communication strategies.
- Demonstrated experience developing and managing social media content across various digital platforms.
- Ability to build and manage relationships with a range of internal and external stakeholders.
- Highly developed written and verbal communication skills, including well developed influencing and negotiating skills.
- Excellent attention to details with proof reading and copy-editing skills.
- Ability to be self-motivated, responsive, and flexible in an environment with time pressures and multiple priorities.
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Desirable KSC

- Experience in a not for profit/community service setting.
- Experience in working in a politically sensitive or complex environment.
- Understanding of the early childhood sector

Policies and Workplace Practices

All Glen Education employees are required to acquaint themselves with the organisation's policies and procedures and to abide by them at all times. It is expected that at all times, employees will:

- be respectful towards the organisation, colleagues, clients and the general public.
- be familiar with the objectives and philosophy of Glen Education.
- act collaboratively with all colleagues.
- act in a safe and responsible manner at all times.

Workplace Health and Safety

All staff are required to take reasonable care of their own health and safety and that of other personnel who may be directly affected by their conduct. gleneducation.org.au/policies

We are a child safe organisation

Glen Education is a child safe organisation and is committed in everyday practice to ensure the safety and wellbeing of all children, at all times. As a child safe organisation, employment with Glen Education is subject to a satisfactory national (and international where relevant) police check and Working with Children Check prior to commencement of any paid or unpaid work and/or participation in any service or undertaking. Glen Education has zero tolerance for racism and expects that its staff and volunteers will speak out and act against incidents of racism. All Glen Education staff and volunteers will support children to express their culture and enjoy their cultural rights at all times.