

Content & Communications Manager

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Company: Wesley College

Location: Australia

Category: other-general

Content & Communications Manager | College Wesley College Melbourne, a school of the Uniting Church, established in 1866, is one of Australia's leading and most respected co-educational independent schools. With an enrolment of 3,400 students from ECLC to Year 12, it comprises three metropolitan campuses in Melbourne, at St Kilda Road, Glen Waverley and Elsternwick, outdoor education sites at Chum Creek, Mallana, Lochend and a Year 9 residential campus at Clunes. We are seeking an experienced Content and Communications Manager for a full time, 12-month leave replacement position, commencing late May 2024. This position is based at our Queens Road office (close proximately to our St Kilda Road campus) with flexibility to regularly work from home. The Content and Communications Manager is an important member of the Marketing team with a wide scope of responsibilities including developing and publishing inspiring and engaging content for the College website and email marketing campaigns and contributing to PR planning and media engagement. The position is also responsible for working closely with the Digital Marketing Manager to plan and execute the College advertising strategy, with this role focussing on print and outdoor advertising. In partnership with the Head of Marketing & Communications, the role is also an important contributor to developing the marketing communications strategy in order to meet key student recruitment and conversion targets. In making this appointment, the College is seeking applicants who, among other qualities can demonstrate the following Experience in managing delivery of communications strategies across multiple channels Excellent copywriter and communication skills Experience of online content publishing and using a Content

Management System Strong organisational and administrative skills and an ability to effectively manage multiple, diverse tasks simultaneously Excellent interpersonal and presentation skills, and the ability to build strong working relationships with stakeholders and the community at large Wesley College is a child safe employer and is committed to the welfare of children and their protection. All potential employees and volunteers will be required to comply with the School's Child Safe Policy and Code of Conduct. Applicants will be required to undergo police and background checks in accordance with this policy.
#J-18808-Ljbffr

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