



ROLE DESCRIPTION – MARKETING, COMMUNICATION AND ENROLMENTS OFFICER

1.0 POSITION TITLE: **MARKETING, COMMUNICATION AND ENROLMENTS OFFICER**

1.1 Classification – SOL 5

1.2 Hours – Term Time plus an additional two weeks

2.0 PURPOSE / SCOPE OF POSITION:

The purpose of the role of Marketing, Communication and Enrolment Officer is to ensure the following:

- Villanova College has in place a marketing strategy and plan to ensure the long term viability of the College.
- All communication from the College to all outside bodies is professional and of the highest quality.
- Oversees the enrolment process from application to arrival.

2.1 Collaborative Practices and Partnerships

The role holder works collaboratively and in partnership with others, both within and outside the College, in the execution and completion of duties and responsibilities

2.2 Effectiveness and Efficiency

The role holder completes assigned tasks and duties effectively and efficiently in an appropriate and timely manner

2.3 Commitment and Confidentiality

The role holder demonstrates commitment to the philosophy, ethos and aims of the College, giving due recognition to aspects of confidentiality relevant to roles and duties undertaken.

3.0 SPECIFIC DUTIES:

3.1 Marketing

- Devise the Marketing Strategy for the College
- Develop the annual Marketing Plan for the College to ensure maximum engagement with the community
- Oversee all marketing materials including the following publications: VillaVoice, Business Directory, Calendar, College Magazine, Twitter Account, Facebook and other external publications

3.2 Enrolments

- Work with the Heads of Schools and Principal to oversee the enrolment processes at the College
- Be responsible for the enrolment materials distributed to families
- In partnership with College staff conduct tours of the College with families seeking enrolment at the College.
- Devise ways to further engage with the surrounding Catholic primary schools and their families.

3.3 Communication

- Compile and produce the weekly College newsletter
- Oversee the messages distributed to families via social media and Skoolbag App
- Seek alternative ways to communicate with families beyond the normal paper medium including video newsletters etc

4.0 AUTHORITY LIMITS:

Full authority to act within the role and enact the duties as outlined above is delegated by the Principal.

At all times, the Marketing, Communication and Enrolments Officer must act in accordance with the Villanova College Student Protection Policy. It is necessary that the role holder exercise judicious and prudent judgment in interactions with students.

5.0 REPORTING AND OTHER RELATIONSHIPS:

The Marketing, Communication and Enrolments Officer is responsible to the Principal. Significant relationships also exist with the members of the College Leadership Team, especially the Heads of School.

