

Marketing Manager

The Marketing Manager will play a vital role in developing and executing the school's marketing strategy to enhance Queenwood's brand, boost student enrolment, and foster strong community engagement. The Marketing Manager will lead initiatives to elevate Queenwood's visibility, manage its brand identity, and oversee all marketing channels, including digital, print, and event-based promotions.

Reporting Relationships

The Marketing Manager will report directly to the Chief Advancement Officer and ultimately to the Principal. On a day-to-day basis they will work closely with the Advancement Team as required.

Employment Type

This is a full-time permanent role to commence Monday, 3 March 2025; however, the start date may be negotiable for the right candidate. The position requires onsite presence five days per week. Additionally, you may be expected to attend a range of school activities and events outside of normal working hours.

Key Responsibilities

Marketing Strategy Development

- Collaborate with senior leadership to design and implement an annual marketing strategy aligned with Queenwood's mission, vision, and strategic objectives.

Brand Management

- Oversee brand positioning and ensure consistent messaging across all marketing materials to strengthen Queenwood's identity within the community and beyond.

Digital Marketing

- Manage the school's website, social media platforms, and digital campaigns to optimize engagement and reach with prospective families, alumni, and the school community.

Content Creation & Storytelling

- Develop compelling content, including articles, videos, newsletters, and advertisements, that reflect Queenwood's values and achievements.

Event Marketing

- Support the promotion of school events, open days, and admissions activities to attract prospective families and enhance engagement with current stakeholders.

Alumni & Community Engagement

- Collaborate with the Advancement team to foster strong relationships with alumni and parents, promoting loyalty and support.

Market Analysis

- Conduct market research to identify trends, competitor activities, and opportunities for growth; use insights to inform marketing strategies and enrolment initiatives.

Budget Management

- Develop and manage the marketing budget, ensuring efficient allocation of resources across all campaigns and initiatives.

Performance Tracking

- Analyse the effectiveness of marketing campaigns through key performance indicators, using data to make informed adjustments and optimize outcomes.

Qualifications & Experience

- Bachelor's degree in Marketing, Communications, Business, or a related field.
- Minimum of 5 years of marketing experience, ideally within the education sector or a similarly community-driven industry.
- Proven expertise in digital marketing, content creation, and brand management.
- Strong project management skills with the ability to oversee multiple projects and deadlines.
- Excellent written and verbal communication skills, with a talent for crafting engaging content.
- Proficiency with marketing tools, analytics platforms, and CRM systems.
- Demonstrated ability to work collaboratively within a team and engage with a diverse community.

Key Competencies

- The ability to think strategically, develop and implement a detailed vision and contribute to whole-school strategic planning.
- Creative thinker with a proactive approach to problem-solving.
- Strong communication interpersonal skills with adults and children from a wide range of backgrounds.
- High level administrative, organisational and event management skills.
- Strong IT skills and the ability to implement data-management systems and processes, including the use of data to underpin strategy development.
- Commitment to providing the highest possible service and attention to detail in the stewardship of community relationships.
- Ability to lead, motivate and manage diverse teams of people.
- Willingness to work flexibly
- Understanding of and experience in budget processes and financial controls,
- An understanding of change management and the ability to engage colleagues to bring about sustained change.
- Genuine and demonstrable commitment to educational excellence and an empathy with the ethos and ideals of Queenwood.
- Knowledge of the independent school landscape in Sydney or Australia is desirable.

Personal Attributes

- Calm, warm, collegial, and professional demeanour.
- Confident, flexible, 'can do' approach with the ability to respond professionally and resourcefully to the unexpected.
- Excellent written and oral communication skills.
- High level organisational and planning skills with strong attention to detail.
- Outstanding work ethic, including a willingness to work flexibly when required.
- Aptitude to coach, motivate and manage people.
- Initiative, maturity of judgment, resilience.
- Ability and willingness to evaluate and critically reflect upon own professional practice.
- Ability and willingness to contribute positively to the wider life of the School and support its values.

Applications

Please email applications and/or send enquiries to: employment@queenwood.nsw.edu.au

Applications should include:

- Resume & cover letter addressing the criteria / position requirements.
- Queenwood Non-Teaching Staff Application Form
- Your email address
- Names and phone numbers of two confidential referees

The successful applicant must be legally permitted to work in Australia and hold a valid working with children clearance.

Closing Date for applications is **9am, Thursday 30 January 2025**. Invitations to interview for this role may be extended prior to the closing date and Queenwood reserves the right to reduce the application period and/or remove the job advertisement early should a suitable applicant be found.

Please note that Queenwood does not accept unsolicited applications from Recruitment Agencies. Should we require additional recruitment services, we will be sure to contact our preferred providers.

Statement of Commitment to Child Safety and Wellbeing

Queenwood is dedicated to creating a safe and child-friendly environment for all children and young people in our care. We emphasise a zero-tolerance policy for child abuse and harm, prioritising the best interests of students and their safety. The School is fully committed to complying with child protection laws and regulations, and we aim to foster a child-safe culture. Every member of the school community is responsible for ensuring the wellbeing and safety of all students, with a focus on keeping students' safety paramount in all their actions and decisions.