



WEMBLEY CAMPUS

Playgroup – Year 9
61–63 Powis Street,
Wembley WA 6014

MAYLANDS CAMPUS

College Year 10–12
76 Seventh Avenue,
Maylands WA 6051

08 9387 5050
office@boldpark.com
www.boldpark.com

Marketing, Communications & Events Coordinator

0.8FTE – 1FTE

Reporting: Paul Whitehead (Principal)

Bold Park Community School (BPCS) is an independent school, with a philosophy based on social constructivist principles inspired by the Reggio Emilia approach. Our school caters for children from Playgroup to Year 12. We are currently seeking a dynamic, collaborative **MarComms professional** who is responsible for all marketing, events and communications operations at our Wembley and Maylands Campuses.

JOB OVERVIEW:

This position plays a vital role in nurturing and maintaining strong connections within the BPCS community through the provision of events, marketing and communications.

This role is responsible for development, organisation and administration of all business relating to brand, storytelling, marketing and community engagement. You'll be the driving force behind regular e-newsletters, managing school events, sourcing classroom content for promotion via news articles and social media accounts.

This person will also support the unique philosophy of the School, possess excellent interpersonal skills and will actively engage with the community of students, teaching teams and families within the School.

Reporting to the Principal, if you are enthusiastic about making a difference and thrive in a fast-paced environment, we encourage you to apply for this exciting opportunity.

KEY RESPONSIBILITIES AND DUTIES:

Marketing & Communications

- Develop an annual advertising and marketing schedule, particularly in relation to enrolment targets
- Proficient use of digital marketing tools and platforms including social media and website management, email marketing and analytics for communications
- Building networks with teaching staff to source classroom content for external marketing and communication use
- Develop and implement strategic communication or marketing campaigns including creating proposals, engaging third-party contractors and reporting
- Advise on, oversee and evaluate the effectiveness of publications (print and electronic) to Community including newsletters, course guides, handbooks etc
- Achieve consistent, early/proactive and high-quality internal communications, incorporating brand identity, messaging and marketing elements
- Support the Parent Class Coordinators (PCCs) to facilitate communication with families enrolled at BPCS
- Provide and maintain Brand style guide and templates for all staff use
- Oversee and manage the collection of visual assets (by internal staff or external contractors) for promotional material
- Manage Media Excluded children to uphold their visual privacy and consent
- Collaborating with Leadership team to identify and implement processes for surveying community, to best inform future marketing and event priorities



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KEY RESPONSIBILITIES AND DUTIES CONTINUED:

Events

- Successfully scope, plan and execute a calendar of events across both campuses, and report on post-event evaluation and debrief process
- Provide event details and reminders to teaching staff via weekly Staff Briefing
- Provide advice, event support and attend meetings for specific events run by other staff responsible, for example ANZAC Day, AGM or Arts Festival

Administration

- Effectively manage both the events and marketing budgets
- Production of monthly Marketing report for School Board
- Contribute to agenda, goals and tasks of Administration staff meeting
- Liaise with the Admissions regarding enrolment needs and enrolment events
- Perform any other duties as required from time to time by the Principal
- Comply with all relevant School policies and procedures

ESSENTIAL APPLICANT QUALITIES:

- Tertiary Qualification in Marketing or equivalent experience which provide a wide range of skills in areas of communication, public relations and marketing
- Excellent working knowledge of Microsoft Office 365 products and Adobe Creative Suite products
- Excellent working knowledge of Wordpress, MailChimp, Canva
- Hands-on experience using Google products including GA4, Tag and Ads Manager
- Experience using Meta Business Suite including Facebook, Instagram, Youtube Ads
- Superior writing and editing skills with the ability to craft clear, compelling messages for a variety of audiences and channels
- High quality administrative skills with the ability to manage several competing tasks simultaneously and to meet deadlines
- Demonstrated track record of developing, implementing, evaluating marketing and communication strategies, conducting promotional campaigns and managing marketing budgets
- Able to show initiative, common sense, attention to detail and problem solve, in particular when coordinating School calendar of events
- Possess valuable experience in event and/or project management, with a knack for building networks that support community engagement
- Police clearance and Working with Children (or the ability to acquire one)

DESIRABLE APPLICANT QUALITIES:

- Experience using Sharepoint
- Ability to work independently and as part of a wider team
- Experience working in a school or education environment
- Graphic design capabilities for production of smaller marketing collateral e.g. flyers
- Current motor vehicle driver's license
- Certificate "Mandatory Reporting of Child Sexual Abuse in WA" (or the ability to acquire)

APPLICATION PROCESS:

Please address all applications to the Principal, Paul Whitehead (paul@boldpark.com). A cover letter of no more than 2 pages, addressing the essential and desirable qualities, coupled with a CV are required to apply. Applications open until the position is filled.