



Title	Marketing Manager
Department	Office of the Principal
Reporting	Principal via Director of College Administration
Location	Senior School, Kew

POSITION DESCRIPTION

Our Intent:

At Xavier College we aspire to form exceptional graduates through inspiring learning experiences and our distinct Jesuit character. Each individual is expected to align their actions and leadership with the Intent, our graduate qualities and the Pillars in the Xavier College Strategic Plan **XC150**.

Our Position:

The Marketing Manager at Xavier College plays a pivotal role in driving the College's brand awareness, enrolment growth, and community engagement. The Marketing Manager is responsible for developing and executing cohesive marketing strategies that highlight Xavier College's values, achievements, and vision. The position focuses on expanding the pipeline of prospective students, ensuring consistent branding and messaging across all channels, and fostering strong relationships with internal and external stakeholders.

The Marketing Manager is expected to work constructively to contribute to a positive and professional culture across the College. This culture is centered in the understanding of *cura personalis* – the care of the individual – and the wider values and characteristics of Jesuit education. It is driven by the desire to promote rigorous standards and outcomes in educational and operational excellence and is attentive to all matters of child safety.

Core Duties and Responsibilities:

- **Brand Development:**
 - Supervise the ongoing development and refinement of the Xavier College brand, ensuring a consistent messaging and compelling look and feel across all materials and platforms
 - Ensure all College communications and collateral adhere to brand guidelines and present a unified identity to all audiences
 - Support and promote College events both internally and externally to increase visibility and engagement.
- **Campaign Management:**
 - Develop and implement targeted marketing campaigns and outreach initiatives to attract and nurture potential students, working closely with the Enrolments team to optimise conversion rates

- Manage the creation of high-quality marketing content, including brochures, newsletters, website updates, videos, and press releases
 - Lead the design, implementation, and evaluation of omnichannel marketing campaigns, including digital, print, event, and partnership initiatives
 - Oversee deliberate content planning and execution for all marketing channels, ensuring themes, messaging, and branding are aligned with the College's values and strategic objectives. Developing and communicating form and style guides to scale through social media champions (Head of groups who take photos at events like Debating, Chess, Sport, Music, expeditions etc.).
 - Conduct ongoing market analysis to monitor trends, competitor activity, and community feedback, providing insights to inform strategy
 - Track and report on marketing performance metrics, providing regular updates to senior leadership, board committee and making data-driven recommendations for improvement.
- **Stakeholder Collaboration:**
 - Working positively and collaboratively with the Enrolments, ELT, Community, Foundation, Operations teams, and the Old Xaverians network to create unified and effective marketing and communication strategies
 - Working with external stakeholders – parents, past parents, current and past students, and future families to understand the market and the decision as to 'Why choose Xavier College' and to create the most appropriate marketing strategy.

General Duties and Responsibilities:

- **Safe Work Environment:**
 - Contribute to a safe and healthy work environment by identifying and reporting incidents, hazards, and injuries in accordance with College procedures
 - Cooperate and comply with reasonable instructions from the leadership team and Occupational Health and Safety Officers
 - Ensure that a safe system of work exists in activities which fall within the scope of the position and that every aspect of the work or operational environment complies with obligations under the College's Occupational Health & Safety guidelines.
- **Student Wellbeing:**
 - Contribute, as a member of the College Community, to the care, general wellbeing and safety of all students by maintaining awareness of student behaviour and taking appropriate action in accordance with child protection requirements, policies and procedures
 - Actively contribute to a child focused culture that supports a safe learning environment for all students.
- **Child Safeguarding and Wellbeing**
 - Act in accordance with the College's Code of Conduct and Child Safety & Wellbeing Policy and maintain a zero-tolerance approach to child abuse
 - Act in accordance with the College Professional Boundaries Policy
 - Make reportable conduct reports and meet mandatory reporting obligations as required by the legislation and the College's child safety and wellbeing policies.
- **Staff Collaboration and Culture:**
 - Support team collaboration and contribute to the delivery of a high-quality service culture across the College.

- **Other Duties:**

- This position can expect to be allocated reasonable duties not specifically mentioned in this position description but within the capacity and experience normally expected from a professional in this field
- Undertake other related duties as required by the Principal, the Rector or their delegate.

Selection Criteria:

- Tertiary qualifications in Marketing, Communications, or a related field.
- Demonstrated experience in marketing management, preferably within the education sector.
- Proven ability to develop and implement strategic marketing initiatives that drive enrolments and brand engagement.
- Strong skills in digital marketing, content creation, and social media management.
- Excellent interpersonal and stakeholder management skills, including experience working with Senior Leaders, diverse teams and Community groups.
- Exceptional organisational and project management abilities, with a keen eye for detail and quality.
- Superior written and verbal communication skills, with an understanding of branding principles and visual identity management.
- Understanding of, and genuine willingness to promote and participate in, the Catholic and Jesuit educational mission of the College.
- Ability to handle challenging situations in a sensitive and highly confidential manner.
- Excellent understanding of data and information systems as part of a performance-oriented, growth community.
- Demonstrated knowledge of and adherence to child safety, the Child Safe Standards and an exceptional culture of child safety.

Desirable Attributes:

- Experience with school enrolment processes and community engagement.
- Familiarity with the traditions and values of Xavier College or similar educational institutions.
- Creative flair and a passion for storytelling and brand building.

Compliance Requirements:

- Capacity to obtain a Working with Children Check 'E' card.
- Willingness to complete Child Safeguarding Training and meet all child safety requirements.
- Willingness to accept and adhere to the Australian Jesuits Code of Conduct.

Other Duties:

The nature of the position is such that the Marketing Manager is likely to be required to be available outside normal school hours and to attend College events as might be relevant.

Terms and Conditions:

Reporting Line: Principal via Director of College Administration

All staff are responsible to the Principal and Rector

FTE: 0.8

Tenure: As per contract

All other terms and conditions as per the Xavier College Enterprise Agreement 2023.

Appendix A

Positions at Xavier College

Leadership through Our Pillars

Our Xavier Leadership Traits

Our Intent at Xavier, highlighted in our Strategic Plan, is developed through seven Pillars: Our Jesuit Identity, Our Inspiring Learning, Our Student Life, Our Xavier Family, Our Professional Expertise, Our Operational Excellence, and Our Global Engagement. Each have core Values and Priorities that direct and drive our ongoing actions. It is essential that these actions demonstrate alignment across the College, and that individual actions similarly align with values and priorities and identified actions across each of the Pillars. This is essential for all employees of the College, and that they speak purposefully and powerfully to these key pillars of action through their lived experience.

All staff should consistently display effective leadership traits. To model effective Ignatian leadership, to guide and inspire, we have identified 7 traits:

- **Through Christ and Ignatius**
Christ-centred and driven for the Ignatian ideals of competence, conscience, compassion and commitment
- **Aspire high and dig deep**
Leading high standards and aspirational for the magis, self and team
- **Lead for person, team and mission**
Distributive in leadership and respectful custodian of the tension between 'cura personalis' and 'cura apostolica'
- **Host conversations with candour**
Collaborative and collegial, ensuring candour in quality conversations
- **Swim well in your lane and be adept at understanding your ripples**
Undertake the things within your purview well, but understand and be attentive to the impacts that your actions have on others
- **Attend to process, solutions and outcomes**
Attentive to process, solutions and outcomes
- **Pursue the possible**
Agents of growth, fostering a community that supports ideas, innovation, divergent thinking and the pursuit of the possible.