



## Manager – Marketing, Communications and Engagement Position Description

---

**Directly Reports To:**

**The Principal**

Member of the Senior Management Team

**Direct Reports:**

Communications Coordinator  
Database Administrator  
Digital Manager (PT Contractor)  
Designer (PT Contractor)  
Enrolments Manager  
Enrolments Coordinator  
Events and Facilities Manager  
Events Coordinator  
Head of Development

**Functional Relationships with:**

Chairperson and Members of the Board  
Rangi Foundation Trustees  
Community Relations Team Donors and sponsors  
Senior Management team  
External providers and suppliers  
Staff  
Students  
All RR Stakeholders, including PTA and RROGA  
International Dean  
Director of Boarding  
IT Team  
Directors of: Sport, Music, Performing Arts and Head of Equestrian  
Grounds and Maintenance staff  
Catering staff

**Committees a part of:**

Senior Management Team  
PTA  
Project Teams as required

---

**Key Objective**

- To articulate and direct Marketing, Communication, Development and Enrolment Strategies for Rangi Ruru Girls' School.

**Primary Objective Areas**

- Marketing Communications and Public Relations
- Management of the Community Relations Team
- The efficient functioning of the Community Relations office

Out of town, evening, weekend attendance of events and overnight travel is occasionally a requirement of the position.

Key Areas	Expected Outcomes
<p><b>1. Marketing, Communications and Public Relations</b></p>	<ul style="list-style-type: none"> <li>• Oversee and support the Marketing Manager and Communications Coordinator.</li> <li>• With the team create, implement and measure the success of:               <ul style="list-style-type: none"> <li>• a comprehensive marketing, communications and public relations plan for all aspects of the school operation that will meet the key strategic goals, enhance and maintain the School’s image and position within the marketplace and the wider community and facilitate internal and external communications; and,</li> <li>• all School marketing, communications and public relations activities and materials including: publications, brochures, web communications, social media, media relations, promotional events and client acquisition.</li> <li>• A comprehensive community engagement strategy.</li> </ul> </li> <li>• Provide a comprehensive annual review on the impact and effectiveness of the marketing activities from the previous year.</li> <li>• Manage all marketing and communications within the approved budget.</li> <li>• Ensure consistency of messaging and communication of the school’s image both internally and externally.</li> <li>• Management and oversight of all promotional events including assessment of the success and trends from past events.</li> <li>• Strategically review the promotional events and event calendar.</li> <li>• Ensure consistent articulation and communication of School’s desired image and position, both internal and external.               <ul style="list-style-type: none"> <li>• Ensure all branded Rangī Ruru collateral is in stock and readily available.</li> <li>• Responsible for editorial direction, design, production and distribution of all School publications.</li> <li>• Coordinate the appearance of all School print and electronic materials such as letterhead, use of logo, brochures, etc.</li> </ul> </li> </ul>

	<ul style="list-style-type: none"> <li>• Develop, coordinate and oversee programmes, technical assistance and resource materials to assist the School community in the marketing, communications and positioning of their activities.</li> <li>• Provide a medium of quality control to the School community on marketing, communications and public relations.</li> <li>• Preparation and oversight of communications to the Rangi families.</li> <li>• Promote all productions and events.</li> <li>• Design all signage and manifestations· internal and external.</li> <li>• Keep thePrincipal informed on marketing, communication and media activities.</li> <li>• The Principal and, if required, the Board are alerted to any media or communications issues that may impact negatively on the School.</li> <li>• Effective management of crisis communications for the School.</li> <li>• Media liaison for the School including the writing and preparation of all media releases.</li> <li>• Coordinate media interest in the School and ensure regular contact with target media and appropriate response to media requests.</li> <li>• Proactively provide marketing advice and recommendations to address school operational weaknesses/shortfalls that are identified during the year.</li> <li>• Manage specialist supplier relationships and negotiate favourable contracts directly with (e.g. printing, media, signage etc.).</li> <li>• Ensure that both print and digital media opportunities are optimised and provide a return on investment.</li> <li>• Utilise effective digital tools and innovations and ensure that digital media is up to date and topical in close liaison with the community relations team and school.</li> <li>• Undertake surveys and market analysis to support and inform marketing plans and past analysis.</li> </ul>
<p><b>2. Management of Community Relations Staff</b></p> <ul style="list-style-type: none"> <li>• Staffing meets needs of the School</li> <li>• Team functions effectively</li> </ul>	<ul style="list-style-type: none"> <li>• The induction, training and management of all members of the Community Relations team and, in consultation with the Principal, any additional roles that may be required from time to time.</li> <li>• Ensure all the team members are working together to achieve effective outcomes and have a clear understanding of priorities.</li> <li>• Annual performance reviews are carried out and professional development needs identified.</li> <li>• Maintain a climate that attracts, retains and motivates top quality personnel, both paid and volunteer.</li> <li>• Ensure staff are aware and operate in line with the Health and Safety requirements of the school.</li> </ul>

<p><b>3. The Efficient Functioning of the Community Relations Office</b></p> <ul style="list-style-type: none"> <li>• Systems</li> <li>• Staffing relationships</li> <li>• Interface with public</li> </ul>	<ul style="list-style-type: none"> <li>• Regular meetings with the Principal.</li> <li>• The Principal is informed of any issues and challenges relating to events, publications, marketing and communications and IT.</li> <li>• Preparation of annual plan and budget.</li> <li>• Preparation of monthly reports to the Board.</li> <li>• Efficient workflow is maintained by evaluating office operations, systems and databases.</li> <li>• Excellent service is provided to the community to meet the three strands of mission for stakeholder engagement.</li> <li>• The team functions smoothly in a positive working environment.</li> <li>• Sale of advertising within publications to offset cost and approval of publication budgets.</li> </ul>
<p><b>4. Development and Alternative Income</b></p>	<ul style="list-style-type: none"> <li>• Oversee and support the Fundraising Manager (whether staff member or contractor) to: <ul style="list-style-type: none"> <li>• Plan and develop a fundraising strategy.</li> <li>• Identify, research and rank potential donors/donor organisations.</li> <li>• Ensure that the Development Office has a presence and profile at major School community gatherings.</li> <li>• Maintain an effective community database register.</li> <li>• Foster positive relationships with extended members of the School community.</li> <li>• Meet Development budget targets.</li> </ul> </li> <li>• Maintain an overview of sponsorships and partnerships and funding applications.</li> <li>• Maintain an overview of donations, grants and other forms of gifts to the School.</li> <li>• Identify, explore, evaluate and develop alternative revenue/advancement with the Business Office.</li> <li>• Support facilities hire ensuring a transparent and friendly hire service and that the facilities are used appropriately.</li> <li>• Identification and development of further alternative income streams.</li> </ul>
<p><b>5. Enrolments and Student retention</b></p>	<ul style="list-style-type: none"> <li>• Oversee and support the enrolment team to: <ul style="list-style-type: none"> <li>• Ensure that the enrolment experience is open, transparent and welcoming to those engaging with it.</li> <li>• Ensure that recruitment KPI's are set and met.</li> </ul> </li> <li>• Ensure the Principal is kept informed of enrolment activity.</li> <li>• Ensure that target enrolment levels are met or exceeded.</li> <li>• Ensure that enrolment events are strategically planned and well initiated and attended.</li> <li>• Ensure that statistics are kept, to monitor performance and success.</li> <li>• Ensure appropriate collateral is available for all enrolment activities.</li> </ul>

	<ul style="list-style-type: none"> <li>Annually review the enrolment process to assess the plan for the following year.</li> </ul>
<b>6. Old Girls/Alumnae</b>	<ul style="list-style-type: none"> <li>Oversee and support the Old Girls' Assn Co-ordinator to: <ul style="list-style-type: none"> <li>Ensure that Old Girls have a presence and profile at relevant School community gatherings.</li> <li>Establish and maintain a comprehensive user-friendly Old Girls' database.</li> <li>Ensure high profile of Old Girls in Print and Digital publications.</li> <li>Ensure regular scheduling of Old Girls' reunions and networking functions.</li> </ul> </li> </ul>
<b>7. Special Projects</b>	<ul style="list-style-type: none"> <li>Undertake and manage special projects from time to time.</li> </ul>

DRAFT

## PERSON SPECIFICATION

- Significant experience and/or qualifications in marketing, business development/relationship management, communications/media and/or event management
- Strong communication and interpersonal skills and the ability to develop good working relationships
- The ability to communicate openly, honestly and regularly with those to whom s/he is responsible and for whom s/he is responsible
- A clear understanding of accountability and skills of delegation where appropriate
- A high level of competency in written communications including demonstrated successful experience writing press releases, making presentations and negotiating with media directly
- The ability to see and think "big picture" and contribute to whole school strategic planning
- Exceptional organisational and administrative skills and the ability to work on a variety of tasks concurrently
- The ability to manage time effectively
- Experience in initiating, managing and coordinating project work
- Excellent IT skills with a robust understanding of digital and social media trends and strategies and databases.
- Empathy with the School philosophy and values
- An understanding of Independent School education in New Zealand
- Proven experience in motivating and mentoring a team
- A positive, proactive attitude which includes an excellent work ethic, commitment to the position, to the school and to its ethos
- An understanding of philanthropy and fundraising to enable and drive growth and positive results in this area
- A strong sense of responsibility and of integrity
- A sense of humour
- A desire to improve school facilities, systems and resources and to drive the school forward
- A desire to support school events and functions
- Ability to network with a variety of stakeholders to enhance the Rangi Ruru profile in the wider community
- Problem solving and analytical ability