



# LONG BAY COLLEGE

*Care, create, excel*

## Marketing and Communications

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### Job Description (Support Staff)

**Position Title:** Marketing and Communications

**Reporting To:** Business Manager

**Responsible To:** Principal

**Employment Status:** Support Staff (SSSCA)

**Hours:** 40 hours per week, 45 weeks per year (flexibility required to meet operational needs)

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### Key Objective

To ensure the marketing and communications function of the College effectively supports the achievement of the school's goals, vision, and reputation, through the provision of senior-level advice, coordination, and implementation of marketing and communications activity that enhances Long Bay College's brand, reputation, and public profile in alignment with the College's strategic priorities.

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### Primary Objective

To work in close partnership with the Principal and Senior Leadership Team to advise on, plan, and deliver a coherent and purposeful approach to marketing and communications, proactively identifying opportunities to strengthen the College's reputation, engagement, and standing within the community and beyond.

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### Strategic Brand Advice and Campaign Coordination

- Provide informed advice to the Principal and Senior Leadership Team on brand positioning, reputation management, and public perception of the College.
  - Proactively identify opportunities to enhance the College's profile through targeted campaigns, storytelling, and public-facing initiatives, and present these opportunities for leadership consideration.
  - Plan, coordinate, and implement agreed brand-enhancing campaigns (e.g. enrolment, academic excellence, arts, sport, student leadership, international education), rather than responding only to ad-hoc requests.
  - Monitor emerging trends, risks, and opportunities in education, media, and community engagement, and advise leadership on appropriate communications responses.
  - Support the development of a clear, intentional, and coherent College narrative that is forward-looking rather than purely reactive or event-driven.
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## Brand and Reputation Management

- Act as a guardian and steward of the Long Bay College brand.
  - Maintain and promote brand guidelines, templates, and visual standards across all communications.
  - Ensure brand decisions support and enhance the College’s reputation, not solely consistency.
  - Provide guidance to staff on brand use and public-facing communications.
  - Advise the Principal on when and how the College should communicate publicly, respond to issues, or take a deliberate low-profile approach.
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## Marketing and Communications Planning

- Develop and maintain a medium-term marketing and communications framework aligned with the College’s strategic plan, enrolment priorities, and community positioning.
  - Translate agreed strategic priorities into planned campaigns and communications activity, rather than isolated outputs.
  - Coordinate the annual marketing and communications plan and associated budget.
  - Use insight, data, and community feedback to refine messaging and campaign focus.
  - Report to the Principal on campaign activity, reach, and observed reputation indicators.
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## Content Creation and Publications

- Oversee the planning, development, and production of College publications including (but not limited to) newsletters, prospectus, annual report support materials, yearbook, guides, and promotional collateral.
  - Ensure all publications and content contribute to a clear and intentional brand narrative.
  - Prioritise content that reinforces the College’s strategic strengths, differentiators, and aspirations.
  - Shift from “reporting activity” to telling the College’s story with purpose.
  - Coordinate external providers such as designers, printers, photographers, and videographers as required.
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## Digital Communications

- Manage and coordinate content across the College website, social media platforms, school app, and electronic signage.
  - Ensure digital channels are current, accessible, and aligned with agreed messaging and brand standards.
  - Provide advice on the effective use of digital platforms to support engagement with students, parents, whānau, alumni, and the wider community.
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## Media and External Relationships

- Proactively identify newsworthy stories and opportunities for positive media engagement.
- Support the Principal in shaping media messaging and overall media approach, not solely reactive media responses.
- Coordinate media enquiries and prepare supporting material as required.

- Anticipate potential reputational risks and advise on preventative communications where appropriate.
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## Events and Community Engagement

- Support the planning and promotion of major College events including awards evenings, open days, performances, expos, and alumni events.
  - Work collaboratively with internal teams to ensure events are effectively communicated and aligned with the College's brand and messaging.
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## Alumni and International Communications

- Work in collaboration with Alumni and Sponsorship functions to support alumni communications and engagement initiatives.
  - Support the International Department with marketing and communications activity aligned to College messaging and brand standards.
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## Student Engagement

- Support and coordinate student involvement in communications activities where appropriate, including student publications or communications portfolios.
  - Provide guidance to ensure student-led communications align with College standards and values.
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## Accountability and Performance

- Be accountable for both the delivery and the effectiveness of marketing and communications activity.
  - Maintain professional standards of accuracy, confidentiality, and discretion.
  - Participate in an annual appraisal process with a focus on initiative, quality of advice, effectiveness of delivery, and contribution to the College's public narrative.
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## Skills, Knowledge, and Experience

- Demonstrated experience in marketing, communications, or a related field.
  - Strong written and verbal communication skills, with the ability to tailor messaging for different audiences.
  - Experience using digital and design tools (e.g. Canva, Adobe suite), content management systems, and email marketing platforms.
  - Working knowledge of Office 365, including collaborative tools.
  - Ability to manage multiple priorities, work independently, and exercise sound judgement.
  - Experience working in an education or community-focused environment is desirable.
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## Other Duties

- Undertake other reasonable duties as required, consistent with the role and the Support Staff in Schools Collective Agreement.
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*This job description may be reviewed and updated in consultation with the employee to reflect the evolving needs of the College.*

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## Person Specifications:

1. Have the ability to work in a team with a common goal.
2. Have a high level of self-motivation coupled with flexibility.
3. Enjoy working with young people.
4. To be able to gain the confidence and respect of students in order to influence their behaviour.
5. To be a positive role model for students by:
  - a. Maintaining personal standards of dress and presentation appropriate for a member of the teaching/support staff profession.
  - b. Observing professional standards of behaviour at all times while at school or on school-related activities.
  - c. Valuing excellence and personal achievement.
  - d. Demonstrating a commitment to the welfare of others.

## Accountability:

To participate in an annual self-appraisal, which will be designed to highlight personal strengths and achievements, identify any professional development needs and help focus on the key tasks and responsibilities required by this position.

## Job Description Approved By:

Signed: \_\_\_\_\_ (Name) Date: \_\_\_\_\_

Signed: \_\_\_\_\_ CJ Healey, Principal Date: \_\_\_\_\_

**NOTE:** This job description is intended to focus on the important tasks and responsibilities of this position. This job description is not intended to be restrictive nor limit the tasks and responsibilities to only those described above