TITLE: Community Relations Coordinator

STATUS: Part-time by negotiation

REPORTS TO: The College Principal and Business Manager

Position Purpose:
To develop and manage quality media and public relations strategies and mediums that will increase the communities’ positive awareness of Good Shepherd Lutheran College.

Principle Accountabilities:

1. To contribute to the ongoing life of Good Shepherd as a leading educational institution by ensuring that its aims and image are effectively promoted to present and potential stakeholders.

2. Identify and executing marketing and communication activities that will influence stakeholder positive attitudes.

Specific Responsibilities:

1. Manage the design, development and distribution of publications, including eg. Annual Reports, Newsletters, Flyers, Prospectus and Magazines.

2. In consultation with the Principal, organize and coordinate announcements to the media (Press Releases). Manage, liaise and communicate with Media Representatives.

3. Manage advertising, including direct mail, website, outdoor, television, radio, shopping centre displays and newspapers.

4. Consult with relevant personnel regarding compilation of Features and Special Events.

5. In particular conduct basic market research to measure the effectiveness of programs where appropriate.

6. To work in association with other users in the creation, maintenance and expansion of relevant databases.

7. Manage the booking of Campus Facilities.

8. Those other required responsibilities that may arise and by negotiation

Relationships:

1. Is accountable to the Principal and Business Manager for the performance of this function.

2. Works in a team environment with the Principal, Business Manager, Administration staff, other Senior Staff and the P & F at Good Shepherd.