ABOUT US
Moreton Bay College (MBC) and Moreton Bay Boys’ College (MBBC) are two separate P-12 single sex Uniting Church day schools. Governed by a Board and led by a single Executive Principal, each school retains its independent legal status, a single sex focus and its own personality and attributes. However, both schools have significant strengths to offer the other and together have a unique market leading proposition in private school education for families on the Brisbane bayside just 15 kilometres from Brisbane city.

Moreton Bay College was established in 1901 as a school for girls from P-12 and now supports an enrolment in excess of 1200 students. The College has a strong philosophy of educating the whole person – body, mind, heart and spirit. The focus on academic excellence underpinned by a rich and caring pastoral program serves as the foundation of the educational experience for the girls at the College. This is coupled with a vibrant and strong co-curricular program across visual and performing arts, cultural activities and a wide range of sports. Moreton Bay College is set on 20 hectares of beautifully landscaped grounds where girls and staff enjoy open vistas and fresh bay breezes. With 115 years of history the College is well established with extensive libraries, sports complex, a state-of-the-art music and performance centre, an Olympic sized swimming pool and a chapel. At the start of 2014 the College completed a state-of-the-art Science centre featuring 8 laboratories, a growth room and 4 experimental investigation rooms.

Moreton Bay Boys’ College was established in 2003 to provide a boys-only school that could replicate the culture and ethos of MBC and provide an equivalent educational experience for boys in the local area. As an International Baccalaureate World school, the College offers the great benefits of an internationally recognised approach to education. Our globally-focused syllabus helps boys connect with the world around them – managing, constructing and deconstructing knowledge and applying it to different contexts and experiences. Teachers use the Primary Years Program (PYP) and the Middle Years Program (MYP) of the International Baccalaureate to plan inquiry-based, differentiated units covering all aspects of the Australian Curriculum. Senior boys follow the QSA pathways with the majority of boys obtaining an OP.

Moreton Bay Boys’ College is set within 13 hectares of bushland and native plants, with a 5.5 hectare nature sanctuary behind the classrooms. This area has become a focal point of environmental science work undertaken by the boys. With 15 years history as a growing and developing school our sustainable, award winning classrooms are technologically rich and supported by IT laboratories and mini IT laboratories within or between classrooms.

Director of Marketing
full-time, 3 year contract
to commence as soon as can be negotiated
THE POSITION
The Director of Marketing is responsible for leading the marketing and communications activities of The Moreton Bay Colleges. You will plan, manage and control all marketing activities that continue to build brand awareness of our unique market leading proposition in private school education, understanding there are two separate and distinct brands – MBC and MBBC. These two separate and distinct target markets and brands will remain and each must keep their own brand identity. However, we wish to build brand equity in the Moreton Bay Colleges Brand as an over-arching brand and to some extent this will be built through the MBC’s Foundation – representing MBC and MBBC. You will be part of the strategy development and execution of this approach towards subtly building the master brand over the coming years.

Reporting to the Executive Principal, the Director of Marketing is key to helping the Senior Leadership Team take MBC and MBBC to the next level within all marketing channels (both internally and externally). This position will manage a small in-house team, liaise with external marketing agencies and be responsible, along with key stakeholders, for creating and implementing the strategic marketing plan for both Colleges and the Moreton Bay Colleges Foundation. The elements of this plan will include performance based marketing, digital marketing and traditional marketing.

All staff are employed for the Executive Principal of Moreton Bay College (MBC) and Moreton Bay Boys’ College (MBBC).

All staff need to be supportive of the values, Christian ethos and Ethical Statement of these Uniting Church Colleges.

Further Information
Applicants are encouraged to visit the College web-site at www.mbc.qld.edu.au. Enquiries can be directed to Tracey Lee, HR & Compliance Officer on 3249 9324.

KEY RESPONSIBILITIES
The key responsibilities of the Director of Marketing – MBC & MBBC are:

1. Develop and execute a marketing strategy:
   1.1. Write and maintain a Marketing Plan to be approved by the Executive Principal.
   1.2. Create and deliver innovative marketing campaigns, including the use of digital marketing.
   1.3. Design and commission quantitative and qualitative research and data projects as required to measure the results of the Marketing Plan and its execution.
   1.4. Identify and analyse emerging trends within the early childhood, primary and secondary education and marketing and implement within the Marketing Plan.
   1.5. Consult with the Senior Leadership Team (SLT) around the key target markets and opportunities.
   1.6. Liaise internally and externally with appropriate staff (in particular the Head of Colleges, Registrars, Admissions Officer and other administrative staff).

2. Develop, promote and regular review of the Colleges master brand, sub-brands and value proposition:
   2.1. Monitor and review the current brand and develop strategies to further enhance and communicate the brand to keep current and prospective clients engaged.
   2.2. Further develop the brand value proposition and strategically promote and exploit the values proposition in existing and future markets.
   2.3. Use fact based story-telling to communicate the benefits of an education at the Colleges and why investing in our Foundation is important to future generations.
   2.4. Maintain corporate brand image in the selection and development of promotional material.
   2.5. Ensure corporate guidelines are met on all publications and materials.

3. Oversee the production of high quality College marketing materials including key publications and websites:
   3.1. Preparation of publications for the recruitment and maintenance of enrolments (prospectus, advertisements, cards, posters, media releases and other promotional material).
   3.2. Design, editing and oversight of the production of regular school newsletters and other specified school publications such as the Rising Star (a twice a year publication) and yearbooks.
   3.3. Manage PR activity.
3.4. Oversight of the positioning of the College websites, and preparation and editing of material for posting to the websites.

4. Leading a team:
   4.1. Create a Marketing Team culture of campaign testing, measuring and innovation.
   4.2. Lead the Marketing Team to optimise outputs and achieve agreed targets.
   4.3. Conduct Performance Review and Development of the Marketing Team staff in accordance with appropriate process.

5. Prepare and manage an annual operating budget and manage the actual expenditure during the year within the budget framework.

6. Other responsibilities, as directed by Line Manager:
   6.1. Actively support the partnership between MBC and MBBC.
   6.2. The need, at various times, to undertake work outside normal working hours for events.
   6.3. Willingness to undertake professional development, as required.
   6.4. Counsel, and where necessary, redirect staff with concerns/problems relating to work.
   6.5. Other tasks as requested by the Executive Principal.

SELECTION CRITERIA

SC1 Experience managing a marketing team with varying marketing experience and driving organisational change

SC2 Demonstrated knowledge and understanding of new communications technologies and how they apply to strategic marketing and communications.

SC3 Strong consultative, project management and organisation skills.

SC4 The ability to communicate complex ideas in an efficient and compelling way and influence senior decision makers.

SC5 Outstanding written communication skills, with experience in producing publications.

Please note that this position description:
- can alter with changes in the roles and responsibilities of the position;
- will be used as a framework for performance review and development.

EDUCATION and/or EXPERIENCE

- Minimum five years’ proven experience in B2C and B2B marketing and prior experience formulating effective marketing tactics.
- A degree in appropriate fields – marketing, communications or public relations.

CERTIFICATES, LICENSES, REGISTRATIONS

- Working with Children’s Suitability Card, or ability to obtain one, is essential.

WORK ENVIRONMENT

- An office workspace is provided.
- Daily tasks are conducted anywhere within Moreton Bay College and Moreton Bay Boys’ College.

CONDITIONS AND SALARY

- Salary will be commensurate with experience and will be negotiated on appointment.
- Annual leave entitlement of 6 weeks per year.
• Sick Leave entitlement of 10 days annually.
• Long Service Leave entitlement of 1.3 weeks for each year of service, which can be taken after 7 years.
• The College contributes an amount of 12% of salary to superannuation on behalf of the employee.

APPLICATION

Suitable applicants should apply by submitting an application that clearly provides detail about each of the following:
• a covering letter detailing your reasons for applying for this position and that clearly addresses the selection criteria (SC) above;
• a current CV;
• any additional information you may wish to submit;
• shortlisted applicants will be asked to provide the names and contact details of two professional referees.

Please note:
All applicants must declare
• any convictions of any criminal offences
• that all information supplied is accurate and complete

Please email your application to Tracey Lee, HR & Compliance Officer at employment@mbc.qld.edu.au

Applications close at 4pm Monday 29 February 2016

EMPLOYMENT COLLECTION NOTICE FOR MORETON BAY COLLEGE

In applying for this position you will be providing The Moreton Bay Colleges with personal information. We can be contacted at PO Box 84, Wynnum Qld 4178; employment@mbc.qld.edu.au; phone (07) 32499300.

If you provide us with personal information, for example, your name and address or information contained on your resume, we will collect the information in order to assess your application for employment. We may keep this information on file if your application is unsuccessful in case another position becomes available.

The College’s Privacy Policy contains details of how you may complain about a breach of the APPs or how you may seek access to personal information collected about you. However, there may be occasions when access is denied. Such occasions would include where access would have an unreasonable impact on the privacy of others.

We will not disclose this information to a third party without your consent. We are required to conduct a criminal record check to collect information regarding whether you are or have been the subject of an Apprehended Violence Order and certain criminal offences under Child Protection laws. *We may also collect personal information about you in accordance with these laws.*

The College may store personal information in the ‘cloud’, which may mean that it resides on servers which are situated outside Australia.

If you provide us with personal information of others, we encourage you to inform them that you are disclosing that information to the College and why, that they can access that information if they wish and that the College does not usually disclose the information to third parties.*

*If applicable.