

Position Description

Communications Manager

Key Objective

To promote and maximise the profile of Rangi Ruru Girls' School across our communities.

Position Overview

The Communications Manager is part of the Community Relations Team, reporting to the Head of Marketing and Communications. The Communications Manager is responsible for developing and implementing communications strategies, including social media, public relations and school publications.

Direct Reports Graphic Designer and Digital Coordinator (one part-time position)

Reports to Head of Marketing and Communications

Key relationships Community Relations Team (member of)
Senior Management team
External providers and suppliers
Staff
Students
Directors of: Sport, Music, Performing Arts and Equestrian

Responsibilities

1. Communications Strategies

- a. Together with the Head of Marketing and Communications, lead the development of communications strategies including:
 - i. Social Media
 - ii. Publications
 - iii. Email
- b. Ensure all communications reflect the Rangi Ruru brand and values, are effectively coordinated, delivered in a timely and cohesive manner.
- c. Assist the Head of Marketing and Communication and other stakeholders in the development of internal communications strategies.
- d. Manage the development and maintenance of Rangi Ruru Brand Guidelines.
- e. Research emerging communication technologies and platforms to ensure the school remains current within its target audience.

2. Communications Content

- a. Manage the development of all advertising collateral on time and within the correct specs.
- b. Ensure all publications, advertising and collateral are aligned with marketing strategies and brand guidelines.
- c. Ensure the school has up to date and high-quality collateral to use in its marketing and communication assets, including photography and videography.
- d. Have oversight of all online content including the website and social media to ensure currency and alignment to brand guidelines.

- e. Ensure the school newsletter is produced to a high standard and delivered to the appropriate audience in a timely manner.
- f. Write press release material and liaise with external agencies as/when required to assist with the promotion and profile of key stories.
- g. Ensure school stories and press releases are effectively and appropriately communicated internally and externally.

3. Social Media

- a. Together with the Head of Marketing and Communications develop Social Media Strategies aligned with the schools key messaging.
- b. Develop and deliver engaging, on brand and meet the schools requirements under privacy.

4. Publications Management

- a. Write and manage all content generation, editing, design, production, distribution and review of all printed school communications and publications.
- b. Support the Community Relations team and Rangi Ruru staff in the design, production and distribution of appropriate printed promotional, educational and communication material. Material includes: handbooks, advertising material, school production programmes, invitations, direct mail and other ad hoc materials as required.
- c. Together with the Head of Marketing and Communications, ensure all publications are produced within budget.
- d. Work with the Community Relations team to provide administrative support as required with specific responsibility for stocks of printed materials and promotional materials.
- e. Liaise with external suppliers including printers to ensure the high quality of our publications.

5. Projects

- a. Undertake and contribute to special projects related to school communications when required.

6. Staff Management

- a. Together with the Head of Marketing and Communications:
 - i. Manage the induction, training and management of the Graphic Designer & Digital Coordinator, and any additional roles that may be required from time to time.
 - ii. Ensure all the team members are working together to achieve effective outcomes and have a clear understanding of priorities.
 - iii. Ensure annual performance reviews are carried out and professional development needs identified.
 - iv. Maintain a climate and culture that attracts, retains and motivates top quality personnel, both paid and volunteer.
 - v. Ensure staff are aware and operate in line with the Health and Safety requirements of the school.

Person Specifications

- Relevant tertiary qualifications in design, media, public relations with a minimum of five years' experience
- Proven experience in producing and editing publications



- Proven experience leading communication strategies including, social media, email and public relations
- Understanding of and experience with print media, digital and websites
- Excellent oral and written communication skills
- Has experience leading staff
- High level of attention to detail and accuracy with good problem solving skills
- Excellent administration skills.
- Warm personality and ability to build effective relationships with a variety of people.
- Ability to work ethically, purposefully, independently and professionally to achieve goals
- Must be efficient with a high degree of accuracy
- Must personally and professionally reflect the Rangi Ruru values, brand and philosophy
- Innovative and flexible
- Enjoy being part of a team as well as being able to work independently

This document is subject to reasonable amendments from time to time by the employer to reflect the changing requirements of the position.