



Marketing Officer

JOB DESCRIPTION

Reports to: Senior Marketing Officer

Department: Admissions, Engagement, and Communications

A&TO Level: Level 3

Position Summary

The Marketing Officer will support the Admissions, Engagement and Communications team to deliver marketing and communications campaigns locally, nationally, and internationally to past, current, and prospective families. They will manage the College's social media, produce engaging digital content, and promote Scotch College as a leading progressive educational institution.

Essential Criteria

Education and training

- Tertiary qualification in a relevant discipline or equivalent industry experience

Core competencies (knowledge, skills, and experience)

Technical

- Experience in a marketing, communications or similar role.
- Experience with Adobe Creative Suite (primarily Photoshop, InDesign, and Premiere Pro)
- Strong verbal and written communications skills, including copywriting experience (for example writing social media copy, e-newsletters, or blog posts) and a passion to look for stories and interesting content to be shared across platforms with our audience.
- A Proven track record in managing website content and SEO, liaising with agencies, and offering recommendations based on data insights.
- Experience in analysing digital data to help steer content and campaigns.
- High level ICT skills
- Strong attention to detail with a proven ability to work effectively in a busy environment, meet deadlines and manage multiple tasks and small campaigns simultaneously
- Demonstrated photography and video experience
- Demonstrated customer service skills and experience working with multiple stakeholders
- Strong interpersonal skills, ability to work independently and within a team
- Strong brand advocate

Human relations

- Demonstrated customer service skills and experience working with multiple stakeholders
- Strong interpersonal skills, ability to work independently and within a team
- Ability to work independently and within a team
- A genuine interest to actively look for stories throughout the school which align with our brand and strategy.

Additional requirements and values

- Positive outlook with the willingness to become involved in Scotch College life

- Demonstrated ability to embrace Scotch College Values of Service, Integrity & Stewardship underpinned by the values of the Uniting Church in Australia (UCA); in particular the UCA Charter of Education
- Demonstrated ability to abide by organisational Health & Safety Policy, Procedures & Guidelines
- Recognising that Scotch College is a Child Safe Organisation, upholding the College community's commitment to a shared culture of child safety

Desirable Criteria

- Experience using Campaign Monitor (or equivalent), website CMS and social media management platforms (e.g. Hootsuite, Later or Planoly) and other software.
- Google Analytics
- Experience in proofreading and editing
- Demonstrated knowledge of a Mac environment, including Mac OSX, Page and Keynote, and experience with Microsoft Office, including Word, Excel, and PowerPoint

Core Responsibilities and Tasks

- Manage digital marketing strategy, timelines, and content
- Coordinate the publication of the College's yearbook, Reporter
- Research and remain abreast of industry updates and platform trends
- Analyse organic and paid social activity and provide reports as necessary. Good understanding of Google Analytics
- Produce paid digital campaigns using Facebook Ads Manager and Google Ads,
- Maintain and update the College's website and actively manage the SEO strategy together with external agencies.
- Liaise with and manage external suppliers such as photographers, designers, marketing and SEO agencies with clear briefs and on-going calls on targets and deliverables
- Write and publish blog, website and news content using the correct tone for the audience and with impeccable spelling and grammar.
- Produce and distribute eDMs (e-newsletters and e-invitations)
- Photograph school events and maintain and update the photo library
- Film and edit short promotional videos for the website and social media
- Liaising with the Graphic Designer to coordinate the production of collateral and templates for digital and print purposes.
- Ensure all content is produced to a publishable standard at all times
- Assist the Senior Marketing Officer with publications other than Reporter (yearbook) and marketing collateral as required
- Brand Ambassador

Publications

- Coordinate the production, editing and printing of small-scale promotional materials as required

Public Relations

- Prepare digital material for all relevant public relations

Additional Tasks

- Ensure student privacy requirements are met at all times
- Attend school events, including weekend and evening events, as necessary
- Other duties as requested

This job description is intended as a guideline to illustrate the main job responsibilities. It is not intended to be an exhaustive list and may change within the scope of the role at the Manager's discretion. Employees may also be required to undertake other reasonable duties as directed.

Updated 06/02/2026