Marketing Officer

SCOTCH COLLEGE

The Position

Scotch College is seeking a dynamic and creative Marketing Officer to join the Admissions, Engagement, and Communications team. This is an attractive permanent full-year full-time position, with a start date as soon as possible.

The role reports to the Senior Marketing Officer and offers an exciting opportunity to contribute to the promotion of Scotch College locally, nationally, and internationally.

About the Role

The Marketing Officer will play a key role in developing and delivering engaging marketing and communications campaigns for prospective, current, and past families. The position involves managing the College's social media channels, producing digital content, and promoting Scotch College as a leading progressive educational institution. Key responsibilities include:

- Develop and manage digital marketing strategies, timelines, and content across multiple platforms
- Manage the College's social media, including content creation, scheduling, and reporting
- Maintain and update the College website, including SEO management in collaboration with external agencies
- Produce and distribute e-newsletters, e-invitations, and other digital communications
- Photograph and film school events, edit videos, and maintain the College's digital media library
- Coordinate the production of the College's yearbook, *Reporter*, and other publications or marketing collateral
- Liaise with external suppliers, including photographers, designers, and marketing agencies, providing clear briefs and guidance
- Analyse digital marketing performance using data insights to inform campaigns and strategy
- Act as a brand ambassador, ensuring all communications reflect the College's identity, values, and standards

A full job description is available on our website: https://www.scotch.wa.edu.au/employment/working-at-scotch.

About You

Applications are invited from passionate candidates who possess tertiary training or several years of industry experience in addition to the following:

- Strong verbal and written communication skills, including copywriting for social media, newsletters, and web content
- Experience in digital marketing, social media management, website content, and SEO
- Ability to produce and edit digital content, including photography and video
- Strong organisational skills, attention to detail, and ability to manage multiple tasks simultaneously
- Ability to work independently and collaboratively across teams
- Ability to attend school events and activities outside of normal working hours. Scotch is a busy community, and a lot of our value proposition occurs outside of the school day.
- Alignment with Scotch College's values of Service, Integrity, and Stewardship, and commitment to a child-safe environment

Benefits
At Scotch our staff enjoy
- Free onsite parking
- Morning tea and lunch provided during term time
- Up to six gifted leave days per annum
- A supportive team environment
- Excellent resources, including ILT hardware and support
- Career enhancing professional development opportunities

Our employee value proposition highlights our commitment to our staff though our sense of community and our workplace culture, environment, benefits, and opportunities.

About Scotch

Scotch College Western Australia is one of Australia's leading independent schools, with a 125-year-old history of academic excellence. Nestled in leafy Swanbourne on 22 spacious hectares, the College caters for 1500 students in Pre-Kindergarten to Year 12, including over 120 boarders from across the world.

We are an International Baccalaureate (IB) World School that offers a learning programme based on the Western Australian and Australian Curriculum and a choice in Years 11 & 12 of three pathways: WACE, VET or IB Diploma.

Scotch College weaves longstanding traditions and Christian values with contemporary education to foster global citizens. We are well-known for our incredible breadth of education and our supportive community.

We believe in lifelong learning and offer all staff boundless opportunities to build new skills and develop their career. Each day at work, you will access advanced technologies, work within state-of-the-art facilities, and collaborate with staff who are leaders in their areas of expertise.

Discover our abundant staff benefits at https://www.scotch.wa.edu.au/employment/working-at-scotch.

Application Information

Applications should be submitted via SEEK website, including a cover letter addressed to the Headmaster and your current resume. Cover letters should be a maximum of one page addressing the selection criteria above and why you would like to work as the Marketing Officer at Scotch College and what you would bring to the role.

Applicants are encouraged to upload a portfolio of relevant work with their application. Due to SEEK upload limitations, portfolios should be included within the cover letter, provided as a link to an online portfolio within the application, or emailed separately to People@scotch.wa.edu.au (clearly quoting the role title and applicant name). Portfolio examples may include digital campaigns, social media content, copywriting, photography, video work, or other marketing and communications materials that demonstrate your skills and experience.

The successful candidate will be required to provide evidence of a current Working with Children Check (WWCC) or be willing to apply for one and a National Police Clearance.

Scotch College takes child protection seriously. All candidates for roles at Scotch College are subject to screening and assessment against child safety standards as part of the recruitment process.

Further information can be found on the Scotch College website: www.scotch.wa.edu.au/view/employment

Applications close 9am, Thursday, 19 February 2026.

Enquiries regarding application process
People & Culture Office
Tel: 9460 6947 Email: People@Scotch.wa.edu.au

Enquiries regarding expectations and conditions of the position
Jordan Reincastle, Senior Marketing Officer
Tel: 9460 6981 Email: Jordan.Reincastle@scotch.wa.edu.au