



Hunter Valley
Grammar School

Communications and Publications Manager

The Communications and Publications Manager is a newly restructured role due to business growth, internal staff movements and a strategic need to consolidate and enhance our communication function.

This is a full-time role commencing early January 2020 – as soon as the successful applicant can be installed.

The School

Hunter Valley Grammar School aims to be one of the leading independent and co-educational schools in NSW and Australia. We strive for academic excellence within a caring and values-laden learning environment. Hunter Valley Grammar School promotes the importance of community where all staff, students and parents feel a strong sense of purpose, belonging and commitment. Throughout its history the School has emphasised pastoral care and the intrinsic worth of every learner as its priority. This remains unchanged today.

Hunter Valley Grammar School promotes the values for life education for each student, embracing their intellectual, physical and emotional development. The School encourages the pursuit of excellence in all areas and develops in students a passion to become lifelong learners with the desire to face the challenges of the future and to grasp life's opportunities. We do this within a learning community that lives its values and provides each student with a range of quality educational and developmental experiences.

The School is situated at 42 Norfolk Street, Ashtonfield, in the wonderful Hunter Valley, one of Australia's oldest and most well-known wine regions. The Hunter Valley is one of Australia's most vibrant and relaxing places to live, with a wide array of traditional and contemporary delights expected of a world-famous wine region, as well as a myriad of surprises and a rich diversity of pursuits and people. Only a 90-minute drive from Sydney, 30 minutes from the beaches of Newcastle, and 45 minutes from Newcastle Airport, the destination is easily accessible from anywhere around the world.

The overall Preschool to Year 12 nature of our School has resulted in a warm, family-style atmosphere, and provides a smooth transition between Preschool, Junior, and Senior School. We are a World School, delivering the International Baccalaureate Primary Years Program, and a Candidate School for the Middle Years Program (MYP). Our aim is to be an IB World School in four programs, as we plan to add the Diploma and Career Programs.

Professional benefits of working at Hunter Valley Grammar School

Hunter Valley Grammar School believes that the quality of a school cannot be greater than the quality of its staff. We make significant investments in the professional development of our staff and are consistently building a team of ever-more expert professionals. The successful applicant can expect to grow in their role.

Further information

Applicants are encouraged to visit the School Web-site at www.hvgs.nsw.edu.au and to consider thoughtfully the ethos and values of the School.

The Position

The Communications and Publications Manager has oversight over the School's internal communications and is responsible for managing the strategic development and tactical execution of our Communications Plan. Critical to this role is the incumbent's ability to understand the overarching communication needs of the School and of our diverse stakeholder groups; and exercise best practice communication processes that keep them informed, excited and engaged. The Communications and Publications Manager plays a pivotal role in the Admissions and Community Relations Team.

Specific Responsibilities

Internal Communications and Publications

- Design, develop and execute the Internal Communications Plan, in a noisy communications environment, in line with the School's broader Strategic Plan;
- Innovate and streamline our communication processes, architecture and channels to enhance our overall communication strategy;
- Overhaul, integrate and manage the School's internal digital communication platforms; including the staff, student and parent dashboards; survey tools; ticketing platforms; internal news distribution channels; school portal; school app; email marketing platforms, for example;
- Collate, sub-edit, distribute and measure the School's fortnightly parent newsletter and the weekly staff bulletin;
- Provide advice and support to staff to assist them in communicating their purpose, achievements and news to stakeholders;
- Write editorial for the Principal for various internal and external media and communications;
- Editor of key school publications including Success (the biannual school magazine), and Heritage (the annual school yearbook), from concept to completion; including sourcing quotes and designers, budget, print and distribution;
- Manage the Parent Portal; including information management, assisting parents with passwords and use;
- Be willing to find ways to develop content in multiple channels and media including video, photography, presentations and written materials;
- Develop and manage a communication and content calendar; and
- Use appropriate metrics to measure and report the effectiveness of internal communications activities.

Project management

- Collaborate with the Marketing Manager and other key school staff to successfully deliver strategic communication projects from start to end.

Internal Branding

- Design, develop and manage internal school branding assets;
- Ensure a high degree of quality control over all communications to parents and other stakeholders so they align with our external marketing; branding; messaging; School personality, tone and language; high standards of accuracy and style; and our values and ethos; and

- Oversee production of school stationery including certificates, letterhead, School signage and other collateral.

Professional Responsibilities

- Be willing to fully engage with professional development opportunities provided by Educate Plus and other professional associations; and share learning with other team members;
- Actively contribute ideas to team meetings as required; and
- Offer communications advice and support to the Principal, Heads of School, Marketing Manager, Director of Enrolments, Alumni and Events Manager, and other staff when required.

Customer Experience

- Ensure all customers are treated as they are the priority; and
- Actively seek to provide solutions for stakeholders.

The Communications and Publications Manager is expected to:

- Be a master of language and use superior written communication skills to ensure messages are delivered in a clear, concise and effective manner;
- Think and plan strategically;
- Maintain strict confidentiality regarding School business;
- Build effective cross-functional relationships with a diverse range of internal stakeholders;
- Be a natural self-starter who is confident working independently and with others;
- Display highly developed interpersonal, customer service and stakeholder management skills;
- Show confidence and insight to communicate with diplomacy and thoughtfulness;
- Demonstrate excellent time management skills to prioritise tasks effectively; and
- Understand anti-spam laws and best practice communication protocols.

Selection criteria

Essential

- Minimum 5 years' experience in a similar role;
- Tertiary qualified in Communications or Marketing or similar;
- Current Working with Children Check; and
- Experience in MailChimp or similar, website CMS, Canva, CRM management.

Desirable

- Experience in the education sector;
- Project management experience;
- Intermediate graphic design skills; and
- Video production and editing skills.

Salary

Salary will be negotiated with the successful applicant based upon experience, expertise and qualifications. Salary will be discussed with each applicant at the initial telephone interview.

Application Process

1. Interested applicants are to contact Ana Stratton (EA to the Principal) +61-2-4931 0713 or strattona@hvgs.nsw.edu.au before 4 pm Monday 18 November to arrange a telephone interview with the Principal.
2. Selected applicants will be invited to submit a formal application, invitations will be extended before COB Friday 22 November.
3. Shortlisted applicants invited for interview will be notified by Friday 29 November.
4. Interviews will be held in the week of Monday 16 December. Applicants selected for Interview will be required to undertake a short writing exercise.

Mr Paul Teys

Principal