

Marketing Associate

About Queenwood

Queenwood is an independent, non-denominational school for girls located on Sydney's Lower North Shore. With a commitment to excellence in education, Queenwood nurtures young women to be independent, confident, and equipped to succeed in an ever-changing world. As the school continues to grow, we are expanding our Advancement Team and seeking a talented and motivated Marketing Associate to join us.

About the Role

The Marketing Associate will play a crucial role in supporting the strategic marketing initiatives of Queenwood. This position involves a blend of administrative support and creative tasks aimed at promoting Queenwood's brand and facilitating student enrolments. This position will assist in the execution of marketing campaigns, as well as working closely and collaboratively with the Advancement Team on a range of activities such as social media promotion, events and enhancing brand awareness. The role offers an excellent opportunity for a proactive and detail-oriented marketing professional to contribute to a dynamic team. The ideal candidate will have strong interpersonal skills, a natural ability to build rapport, and a commitment to excellent customer service.

Reporting Relationships

The Marketing Associate will report directly to the Marketing Manager and work closely with the Advancement Team under the daily direction of the Chief Advancement Officer (CAO). Ultimately, they will report to the Principal.

Employment Type

This is a permanent full-time onsite role, commencing as soon as possible. The start date may be negotiable for the right candidate. Additionally, attendance at a range of school activities and events outside of regular working hours may be expected.

Key Responsibilities

The following list outlines the key responsibilities associated with this role. At times, the role may require supporting other members of the Advancement Team. Additionally, the Principal or COFO may assign further duties as needed.

- **Marketing Campaigns and Initiatives:** Assist in the development, execution and reporting of marketing campaigns and initiatives in line with priorities and marketing strategies.
- **Marketing Calendar Management:** Maintain and oversee the school's marketing calendar to ensure timely execution of campaigns and initiatives.
- **Marketing Collateral Management:** Coordinate the production of marketing materials, ensuring brand consistency across print and digital assets.
- **Digital Marketing and social media:** Create engaging content to enhance engagement, assist in the management of social media channels and digital campaigns.

- **Campaign Analytics Reporting:** Monitor and report on marketing campaign performance, including engagement metrics and conversion rates.
- **Website:** Assist in the updating of website to ensure optimisation and enhanced user experience, tracking and reporting on web analytics including engagement metrics and conversion rates.
- **Event Promotion:** Collaborate with the Advancement Team to promote school events and community engagement activities.
- **Stakeholder Coordination:** Liaise with internal departments and external vendors to support marketing initiatives and ensure seamless execution.
- **In-house Design & External Liaison:** Create and manage in-house design projects and coordinate with external designers to develop high-quality marketing materials.
- **Photography & Videography:** Collaborate with the Advancement team/ Communications Manager to capture photos and videos of day-to-day school events to position Queenwood and tell the unique school story through engaging visual content.
- **School Publications Support:** Contribute to the execution of key school publications by providing copy, refining content, and assisting with project management.

Qualifications & Experience

- Bachelor's degree in media, communications, marketing, or related field (preferred)
- Strong organisational skills with the ability to manage multiple projects and deadlines.
- Proficiency in digital marketing tools, including website CMS platforms (e.g., WordPress), social media management tools, and analytics software (Google Analytics, Meta Business Suite, etc.).
- Familiarity with design software (e.g., Adobe Creative Suite, Canva) and email marketing.
- Excellent written and verbal communication skills.
- Ability to analyse data and provide insights to improve marketing effectiveness.
- A collaborative and proactive mindset, with attention to detail and creativity.

Desirable

- Experience in education marketing or working within a school environment.
- Experience in managing digital marketing and social media, understanding of SEO and paid digital marketing.
- Expert in content optimisation and brand consistency.
- Experienced professional with excellent written and communication skills.
- Good photography skills.

Personal Attributes

- Confident, flexible approach with the ability to respond professionally and resourcefully to competing demands.
- Excellent written and communication skills.
- High level organisational and planning skills with strong attention to detail.
- Ability to work independently.
- Outstanding work ethic and a willingness to work flexibly when required.
- Collegial attitude to work and a good sense of humour.
- Performs well under deadlines.

- Initiative, perseverance, and willingness to contribute positively to the life of the School.
- The ability to use sound judgment when making decisions/ taking initiative.
- A strong communicator with excellent interpersonal skills and the capacity to establish professional rapport with a wide range of internal and external stakeholders.

Concluding Remarks

This position description is intended to give an indication of the scope and nature of work that an employee at this level may be expected to perform. However, the statement does not restrict the employer's right to require the employee to perform any task that is within the employee's competency and skill that is reasonable incidental to or associated with the position held.

Work, Health & Safety

The School is committed to providing a healthy and safe workplace for everyone. All staff have a responsibility to take reasonable care for their own safety and that of everyone else at school or involved in school activities. As such, you must comply with reasonable Workplace Health and Safety instructions, policies and procedures, including the provision of care to students within the scope of your role. You will also participate in school safety, such as by completing risk assessments, addressing hazards and reporting safety incidents.

Statement of Commitment to Child Safety and Wellbeing

Queenwood is dedicated to creating a safe and child-friendly environment for all children and young people in our care. We emphasise a zero-tolerance policy for child abuse and harm, prioritising the best interests of students and their safety. The School is fully committed to complying with child protection laws and regulations, and we aim to foster a child-safe culture. Every member of the school community is responsible for ensuring the wellbeing and safety of all students, with a focus on keeping students' safety paramount in all their actions and decisions.

Applications

Please email applications and/or send enquiries to: employment@queenwood.nsw.edu.au

Applications should include:

- Resume & cover letter addressing the criteria / position requirements.
- Queenwood Non-Teaching Staff Application Form
- Your email address
- Names and phone numbers of three confidential referees

The successful applicant must be legally permitted to work in Australia and hold a valid working with children clearance.

Closing Date for applications is **9am, Monday, 5 May 2025**. Invitations to interview for this role may be extended prior to the closing date and Queenwood reserves the right to reduce the application period and/or remove the job advertisement early should a suitable applicant be found.

Please note that as part of our recruitment process, all prospective candidates are subject to rigorous background, qualification and employment checks, including the verification of references.