



Marketing and Communications Coordinator

Monivae College, is a co-educational day and boarding school offering a dynamic Catholic education in the charism of the Missionaries of the Sacred heart (MSC). We are a heart centred learning community that embodies the core values of love, positive relationships and compassion. We are the largest provider of secondary education in the region, focused on educating the mind, spirit and heart. Known for developing a high-quality teaching and support staff cohort, Monivae is recognised as an employer of choice. We are a future focussed school supporting staff in their professional growth and leadership. Please click the link for a [virtual School tour](#).

Monivae College welcomes the opportunity to meet with suitably qualified professionals. This position is a dynamic role that offers flexibility to support work/life balance.

This position will:

- Develop and implement a strategic marketing and communications plan that aligns with the College's vision and goals.
- Design and coordinate promotional materials and media releases.
- Organise and promote key school events, including Open Days, information sessions, and community engagement activities.
- Liaise with external media, community groups, and vendors to enhance the College's presence and reputation.
- Ensure all marketing and communication materials reflect the College's identity and values while adhering to branding guidelines.

Applicants will have a relevant qualification and demonstrated skills and experience in marketing or communications. You will also demonstrate excellent communication and interpersonal skills, with the ability to engage effectively with a wide range of audiences.

Enquiries

For more information, please contact Miss Elle Guthrie, Director – Compliance, Risk and Culture, eguthrie@monivae.vic.edu.au

How to Apply

Applications are to be addressed to the Director – Compliance, Risk and Culture, Miss Elle Guthrie. Please include a cover letter and your current Curriculum Vitae, inclusive of at least three professional referees. Applications to be emailed to employment@monivae.vic.edu.au

Successful applicants are required to demonstrate a commitment to Catholic education and hold a current Working with Children Check. Roles will be remunerated accordingly under the Catholic Education Multi-Enterprise Agreement 2022.

Applications close Sunday 7th December, 2025.

The Monivae College community supports and promotes the safety, wellbeing and inclusion of all children and has a zero tolerance for child abuse.

A proud MSC College: ABN 24 071 878 549



POSITION DESCRIPTION

POSITION: Marketing and Communications Coordinator

DEPARTMENT: Administrative

DATE PREPARED: November 2025

REPORTS TO: Principal

WORKING ENVIRONMENT

Monivae College, is a co-educational day and boarding school offering a dynamic Catholic education in the charism of the Missionaries of the Sacred heart (MSC). We are a heart centred learning community that embodies the core values of love, positive relationships and compassion. We are the largest provider of secondary education in the region, focused on educating the mind, spirit and heart. Known for developing a high-quality teaching and support staff cohort, Monivae is recognised as an employer of choice.

The College has outstanding facilities, invests in innovation and is focused on excellence across a broad range of curricular and co-curricular offerings. Monivae is a progressive Catholic Secondary College, with a dynamic curriculum and a clear vision of its future. An ongoing capital works program has seen significant development in College facilities over the years. These include dynamic learning environments, a 6-lane indoor cricket centre, double stadium, indoor swimming pool, performing arts centre, heated undercover student recreation area, on campus boarding facilities, school wide wireless computer network and beautiful campus and grounds.

Monivae College is in a phase of growth and positive change, demonstrated by our membership of "New Metrics," a partnership with Melbourne University and other forward-thinking schools across Australia. We are a future focussed school supporting teaching staff in their professional growth and leadership.

Monivae College is committed to Child Protection and to the implementation of its Child Safe policies and practices. Monivae College has zero tolerance for child abuse.

OUR VISION

Monivae College is a Catholic secondary co-educational day and boarding school welcoming to everyone. Inspired by the vision of Jules Chevalier and spirituality of the Missionaries of the Sacred Heart.

OUR TOUCHSTONE STATEMENT

Mind, Spirit, Heart

POSITION SUMMARY
The Marketing and Communications Coordinator reports to the Principal and works closely with key stakeholders across the College community. This role is responsible for leading and

executing marketing, communications, and promotional activities to enhance the school's brand, community engagement, and enrolment growth.

The Marketing and Communications Coordinator plays a pivotal role in developing and delivering strategic marketing initiatives, managing digital and print media, and ensuring effective communication across all channels. This position requires creativity, strong organisational skills, and the ability to manage multiple priorities in a fast-paced environment.

Key responsibilities include:

- Developing and implementing a strategic marketing and communications plan that aligns with the College's vision and goals.
- Designing and coordinating promotional materials and media releases.
- Organising and promoting key school events, including Open Days, information sessions, and community engagement activities.
- Liaising with external media, community groups, and vendors to enhance the College's presence and reputation.
- Ensuring all marketing and communication materials reflect the College's identity and values while adhering to branding guidelines.

The Marketing and Communications Coordinator is expected to demonstrate excellent communication and interpersonal skills, a proactive approach to problem-solving, and a passion for brand and strategic development. This role requires adaptability, attention to detail, and a commitment to supporting the College's mission and values.

It is not the intention of this role description to limit the scope or accountabilities of the position but to highlight the most important aspects. The accountabilities described may be periodically altered in accordance with changing needs of Monivae College and at the direction of the Principal.

POSITION OBJECTIVE & KEY RESPONSIBILITIES	
Marketing Branding and Communications	• Develop and implement a strategic marketing and communications plan aligned with the College's vision and goals. • Coordinate media releases and maintain relationships with local and industry media outlets. • Assist with the coordination of promotional materials, including brochures, newsletters and prospectuses. • Ensure all communication and marketing materials reflect the College's brand identity and key messaging.
Digital and Social Media Management	Assist in the development of social media campaigns to enhance engagement and community outreach. • Analyse and report on digital engagement metrics to improve online presence and strategy. • Ensure compliance with privacy policies and digital media guidelines.
Event Promotion and Coordination	• Develop and execute marketing strategies for key College events, including Open Days, Information Sessions, student showcases, and major school celebrations.

	• Work collaboratively with staff, leadership, and external stakeholders to ensure successful event promotion. • Play a hands-on role in event planning by assisting with event logistics, scheduling promotional activities, and ensuring smooth communication with attendees. • Assist in the capture and curation of visual and written content from College events. • Provide on-the-ground support during events, including managing media coverage.
Brand Management & Public Relations	• Report on the consistency of the College's branding across all internal and external communications. • Collaborate with external agencies, designers, and printers to produce high-quality marketing materials. • Build and maintain strong relationships with local media businesses, Catholic Education networks, alumni, and community groups to enhance the College's reputation. • Coordinate media opportunities and manage the College's public relations activities. • Act as a key contact for media enquiries and ensure appropriate responses.
Community Engagement, Enrolment Communications & Alumni Relations	• Develop initiatives to engage the College community, including students, parents, and alumni. • Develop marketing strategies to support student enrolments and retention • Work closely with the Registrar and Principal to enhance communication with prospective families. • Produce newsletters, parent communications and internal updates. • Support the Principal and Leadership Team in key stakeholder messaging. • Gather and share success stories that highlight the achievements of students and staff.
Project Coordination & Administration	• Track and manage project timelines, ensuring marketing initiatives are delivered effectively. • Support College leadership with communication needs as required.

KEY SELECTION CRITERIA	
Qualifications and Experience	Essential • Relevant qualification and demonstrated experience in marketing, communications, public relations, or a related field. • Strong writing, editing, and proofreading skills with the ability to tailor messaging for different audiences. • Experience in event management or event planning, including promotion, logistics, and stakeholder coordination. • Working with Children Check (VIC). Desirable • Experience in marketing or communications within an educational or not-for-profit environment.

	• Experience with event promotion and coordination, including stakeholder engagement. • Understanding of brand management and media relations.
Skills and Attributes	• Excellent verbal and written communication skills with the ability to engage a diverse audience. • Strong organisational and project management skills, with the ability to prioritise tasks and meet deadlines. • Ability to work both independently and collaboratively in a fast-paced environment. • High level of creativity and attention to detail in the development of marketing materials. • Adaptability and problem-solving skills, with a proactive and innovative approach to work.
Commitment to Catholic Education	• Supports and models College values and Catholic, MSC ethos when dealing with all stakeholders and peers.
Commitment to Child Safety	• Understanding of and commitment to legal and moral obligations relating to child safety • A demonstrated understanding of legal obligations relating to child safety (e.g. mandatory reporting) and willingness to comply with the College's child safe policy and code of conduct and any other policy, procedures or legislation related to child safety.

EMPLOYMENT CONDITIONS	
Appointment	This is a part-time position with days and hours to be negotiated. This position is appointed by Monivae College and the incumbent is an employee of Monivae College. The role is subject to the College's Policies and Procedures as provided as part of the Induction Program and ongoing Training Program.
External Liaisons	• Missionaries of the Sacred Heart • DOBCEL
Conditions	Conditions are in accordance with the Catholic Education Multi-Enterprise Agreement 2022. Classification Level will be negotiated with the successful applicant.
Review and Appraisal	As an employee of Monivae College this appointment will comply with the contract of employment. The incumbent is subject to the College's Annual Review Policy.
Professional Development	Undertake professional development in line with the College Professional Learning policy.

No position description can be entirely comprehensive. The incumbent will be expected to carry out such other duties as may be required from time to time and are broadly consistent with the position description. The position encompasses participation in decision-making processes and other activities relevant to the role which may require occasional involvement outside the currently designated school hours.