

Position Vacant



MARKETING & ALUMNI COORDINATOR

**Part time / temporary position for one year, commencing 25 March or sooner,
to cover family leave**

Central Coast Grammar School is a high performing independent school for boys and girls from Kindergarten to Year 12, located in Erina Heights. Next generation teaching and learning, and a balanced education create a dynamic learning environment where students can reach their personal and academic potential.

This is an amazing opportunity to work on the Coast in a happy, caring and supportive environment where you will be truly appreciated. We're looking for an experienced, temporary (1 year), part-time (3 days pw) digital marketer who loves data *and* building relationships, to cover family leave and support a busy calendar of campaigns to achieve growth lead generation and enrolment targets.

The successful candidate will coordinate our CRM and marketing automation platform (LeadSquared,) and its integration with our school database (Synergetic), provide data and analytical support to marketing campaigns and assist in their roll out across a range of channels. They will also coordinate Alumni relations initiatives and events.

Essential Criteria includes:

- A minimum of 2-3 years' digital marketing experience and a Business or Marketing Degree or Diploma
- Superior communication skills, both written and oral
- Demonstrated experience of providing data and analytical support to marketing campaigns
- Intermediate to advanced Database and Excel skills to create custom segmented audiences for marketing communications
- Experience working with marketing automation platforms / CRM databases
- Confident and experienced in using Google Analytics to report on performance of website and marketing campaigns
- Experience operating UTM tagging to track digital marketing activities
- Experience rolling out campaigns across a range of digital and traditional channels
- Ability to write and distribute email marketing newsletters
- An analytical mind with excellent attention to detail and accuracy

Interested applicants should familiarise themselves with the school's strategic plan '*Next Generation Teaching and Learning 2015-2020*', available on our website at www.ccggs.nsw.edu.au. It is expected that every member of staff will commit to the strategic plan.

The school complies with the requirements of the *Child Protection (Working with Children) Act 2012*. The position requires the successful applicant to have a Working with Children Check in accordance with the Act, prior to employment.

To apply you will need to provide a cover letter addressing the essential criteria (500 words maximum), a CV, a copy of any relevant academic qualifications, telephone numbers for referees and a Working with Children Check number, if you already have one.

Please email your application to the Human Resources Manager by 3pm, Monday 18th February 2019 to: ccgscareers@ccgs.nsw.edu.au.

Please note that any attachments associated with your application are to be either Word documents, jpg images or pdf.