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Human Resources Department

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**Reference(s): PC/CG/SM/SL**

<S:\Administration\GRH\Recrutement\Appel à candidatures\AS2018\2018-06 Poste COM-1801 - Appel à candidature - Communication Manager.docx>

## **CALL FOR APPLICATIONS**

### **Communication Manager (ref. COM-1801)**

*Lycée Condorcet- the International French School of Sydney* is an independent, co-educational school in Maroubra which caters to students from K-2 to Year 12 and follows the French curriculum.

Approved in accordance with the French Education Ministry, the school is looking for a **full-time Communication Manager (38 hours/week during 48 weeks) to start on 25 June 2018.**

The Communication Manager will report directly to the Principal and work closely with the board of Directors. The role is to promote the school reputation and drive enrolments, engage with the various communities of prospective families, students, parents, school staff as well as develop events and networking capabilities of Lycee Condorcet.

#### **Details of the duties:**

##### **Marketing:**

- Develop and execute the School marketing plan to deliver target enrolments for new students as the school grows towards Condorcet 2020 capacity and beyond
- Orchestrate Marketing campaigns across owned, paid and earned channels
- Provide analysis of market trends & opportunities, competitors' activity, and families' expectations to the Principal and the Board of Directors to guide strategic decisions (eg: survey)
- Manage the enrolment officer in her/his duties which include but not limited to:
  - a. student enrolments and exits:
  - b. enrolment enquiries,
  - c. open days and visits,
  - d. waiting list and pipeline including detailed reporting on student stage of decision-making
  - e. facilitate exit Interviews with families of departing students and make recommendations to improve student retention
- Develop marketing materials: Admission and Alumni packs
- Manage the marketing budget in collaboration with the Business Manager

##### **Communication:**

- Design and lead both the external and internal communication strategy; the latter being in coordination with the Human Resources Manager
- Manage the school's presentation in the media so that the reputation of the School is enhanced and reputational risk managed.
- Manage the school communication channels including websites and social networking sites
- Design and implement a performance dashboard of the digital assets and Brand monitoring of the school on Social Media
- Drive the communication towards the various school community stakeholders (staff members, parents, students, sponsors & partners):
  - Create content for newsletter, website, social media and print communications
  - Promote the school achievements and results

- Own the school brand and visual identity custody
- Work in collaboration with the Board, the AEFÉ and the French Embassy and the school's related associations.
- Develop the presence of the school with local and international partners and during trade events
- Source and coordinate school photo days

#### Events and Networking:

- Become the school "Ambassador" at functions & events
- Promote the school events and activity
- Create and Manage the Alumni association
- Organise sponsorship and fund raising events in coordination with the Board of Directors

#### Required skills :

- Min 3 to 5 years of successful experience in Marketing/Branding/PR - open to other industries and agencies experience
- Proven experience in both PR and digital marketing / social media community management
- Outstanding interpersonal communication skills both face to face and online
- Energy and creativity coupled with an ability to think strategically and to plan effectively
- Track record of managing marketing metrics and KPIs required for the role:
  - Budget accountability and management
  - Digital Traffic / Visibility growth measurements
  - Content activity schedule volume and performance tracker
  - Enrolments / conversions targets
  - Impact and number of events managed
- Full working rights
- Valid Working With Children Check clearance
- Valid Child Protection training certificate

#### Candidate profile :

- University graduate in Marketing or Communication
- Bilingual English / French

#### Classification:

This is a full-time position (38 hours/week during 48 weeks) classified as *Administrative and Clerical Staff – Level 4 – Administrator du Multi Enterprise Agreement 2017 (Support and Operational Staff)*.

Applications must be sent by email quoting reference number **COM-1801** to [recrutement@condorcet.com.au](mailto:recrutement@condorcet.com.au)