

# POSITION DESCRIPTION

MARKETING & EVENTS SPECIALIST



**MATTHEW  
FLINDERS**  
Anglican College



## JOB CLASSIFICATION

<b>Position title:</b>	Marketing and Events Specialist
<b>Reports to:</b>	Director of Community Engagement
<b>Employment type and tenure:</b>	Permanent, Part-time (0.85 FTE) Position <i>This role requires full-time hours (38 hours per week) during school terms and for six weeks during the school holidays.</i> <i>Flexibility to work outside of standard business hours, including evenings and weekends, to support events and other operational needs as they arise may be required from time to time.</i>
<b>Department / School:</b>	Community Engagement
<b>Location:</b>	Stringybark Road, Buderim, Queensland
<b>Industrial instrument:</b>	The Queensland Anglican Schools Enterprise Agreement 2024
<b>Position classification:</b>	School Officer (Administration Stream) Level 4
<b>Last updated:</b>	27 July 2025

## ORGANISATIONAL CONTEXT

Matthew Flinders Anglican College is a co-educational College that cares for more than 1400 students in P-12 and 140 Early Learning Centre children. The College was established in 1990 and is located on the Sunshine Coast in Buderim. The College has extensive facilities, comprehensive sporting and co-curricular programs and is committed to using technology to enhance educational opportunities.

### Our Mission

Through transformational learning experiences, we inspire our students to achieve academic excellence, develop a profound sense of humanity and be motivated to create positive change in the world around them.

### Our Vision

To Educate for Excellence in Learning and Life.

### Our Values



**Compassion:** We are aware of suffering and are motivated to treat others with kindness, care and understanding.



**Courage:** We act bravely to overcome our fears, accept challenges and learn from our mistakes.



**Integrity:** We act with honesty, moral strength and grace, guided by humility and compassion.



**Respect:** We have a high regard for self and others, and for the wider community, and treat each other accordingly.

# ABOUT THE POSITION

## Position summary

The Marketing and Events Specialist is the creative and administrative driver behind the delivery of the College's marketing, communications, and event initiatives. This is a highly operational role, requiring exceptional organisation, attention to detail, and the ability to manage multiple projects from planning to completion.

Working under the strategic direction of the Director of Community Engagement and in close collaboration with the broader Community Engagement team, the Marketing and Events Specialist executes campaigns, events, and content that directly support the College's strategic and operational priorities. While the role requires a working understanding of the College's strategy to ensure alignment, its primary focus is on the end-to-end coordination, production, and delivery of marketing and event activities.

The role blends creative skills with strong administrative and project management capability, ensuring that all marketing and event outputs are delivered on time, within budget, and to a consistently high standard that reinforces the College's brand and reputation.

## Primary relationships

- Reports to the Director of Community Engagement
- Work in partnership with the Head of Admissions, Head of Community and Advancement and broader Community Engagement team.
- Liaise with staff, students, parents, families and members of the community.

## Main responsibilities

### Operational Delivery of Marketing Activities

- Coordinate and produce marketing and communications materials (digital and print), including advertisements, newsletters, promotional flyers, banners, signage, and branded merchandise.
- Produce, update, and coordinate with suppliers for the design, print, and delivery of key publications such as the Investigator, College prospectus, Year 12 Yearbook, and other collateral — including knowledge of print specifications, layout design, and digital specifications to ensure timely delivery.
- Develop and update print and digital content using Canva or Adobe InDesign to meet campaign and event requirements.
- Maintain the Community Engagement Team's activity planner, scheduling all marketing, communications, and event tasks, and monitoring deadlines to ensure timely delivery.

### Event Coordination and Administration

- Coordinate and support the delivery of College events, inclusive of marketing and promotions, such as parent information evenings, end-of-year award ceremonies, music and dramatic arts productions, and other community and commercial events.
- Prepare detailed event schedules, run sheets, and logistics plans, including venue bookings,

equipment hire, catering, and supplier liaison.

- Manage RSVPs, invitations, ticketing (via platforms such as TryBooking), and post-event follow-up.
- Provide on-the-day event support, including set-up, pack-down, signage placement, photography, and liaison with staff, students, and vendors.

### **Content and Publication Management**

- Lead the production process for major College publications, managing contributor liaison, deadlines, design, print production, and distribution.
- Draft, edit, and proofread marketing copy for newsletters, social media, advertisements, and internal communications in line with the College's editorial style.
- Maintain a central image and video library, coordinating photo shoots and ensuring images are tagged, stored, and available for use across the College.

### **Supplier and Stakeholder Coordination**

- Liaise with printers, designers, photographers, videographers, and other suppliers to brief projects, obtain quotes, and manage production timelines.
- Coordinate photography days across the College (ID, class, co-curricular, and promotional), including scheduling, permissions, and communications to parents and students.
- Work closely with the Admissions team to provide marketing materials and event support for enrolment-related activities.
- Build strong working relationships with staff, parents, and community members to ensure marketing and event activities are well-supported and widely promoted.

### **Digital Marketing and Reporting**

- Distribute parent communications via Mailchimp, as required, managing templates, contact lists, and scheduling for the Principal's Office, Community Engagement, and Finance teams.
- Track and report on the performance of marketing and communication channels, including website analytics, email campaign statistics, and social media engagement.
- Use data insights to provide recommendations for improving content, reach, and engagement.

### **Other Duties**

- Provide reception relief as required, including greeting visitors, answering phones, and managing front-desk enquiries in a professional manner.
- Assist with general administrative tasks across the Community Engagement team and other College departments when required, such as data entry, filing, scheduling, and document preparation.
- Support College-wide initiatives and activities outside the core scope of marketing and events when operational needs arise.

- Contribute to fostering a positive, collaborative workplace culture by assisting colleagues and sharing expertise where appropriate.

## ABOUT YOU

### Person specification

#### Essential qualifications

- Current Working with Children Check (QLD Blue Card), or willingness to obtain.
- Tertiary qualifications in marketing, communications or a related field, or equivalent professional experience.

#### Knowledge, experience and skills

- Demonstrated experience in preparing, delivering, and evaluating marketing and communications campaigns across digital and print channels.
- High proficiency in content management systems (e.g., WordPress) and expertise with Canva and/or Adobe Creative Suite applications, particularly InDesign.
- Strong writing skills, with the ability to adapt to and maintain the College's editorial style and brand voice.
- Experience managing events within a professional setting, including coordination with multiple stakeholders to ensure seamless execution.
- Proficiency in Microsoft Office Suite and web-based marketing tools such as TryBooking and Mailchimp.
- Familiarity with marketing analytics and CRM platforms is advantageous.
- Well-developed interpersonal and communication skills, with a demonstrated ability to work collaboratively and communicate effectively across all organisational levels.
- Ability to prioritise and manage competing deadlines and tasks efficiently in a fast-paced environment.
- High level of integrity and professionalism, serving as a positive role model within the College community.
- Preparedness to embrace and actively support the ethos, values, and culture of Matthew Flinders Anglican College.
- Basic data analysis and reporting skills, with the ability to interpret marketing metrics to inform strategy and improve campaign performance.

## STATEMENT OF COMMITMENT

### Safeguarding our Students

Matthew Flinders Anglican College supports the rights of children and young people and is committed to ensure the safety, welfare and wellbeing of Students. Matthew Flinders Anglican College is therefore committed to responding to allegations of student harm resulting from the conduct or actions of any person including that of employees.

To ensure the safeguarding of our students, all employees must have a current Employee Working with Children Check (Qld Blue Card or Qld Teacher Registration) before commencing work. In addition, included throughout the recruitment process are checks of suitability for employment with children.

### **Workplace Health and Safety**

Matthew Flinders Anglican College is committed to ensuring the physical and psychological health, safety and wellbeing of our people. Employees (including contractors and volunteers) must comply with all legislative requirements in respect to Workplace Health and Safety and follow all policies, procedures and codes to ensure a safe and accident-free workplace is maintained, hazards identified and risks are appropriately mitigated.

### **Equal Employment Opportunity**

Matthew Flinders Anglican College is an equal opportunity employer. We recognise that teams who reflect a diversity of lived experience, identity, perspective, and background help us to create a healthy and inclusive working culture where our staff, students and community can thrive.

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*A position description is not intended to limit the scope of a position but to highlight the key aspects of the position. The requirements of the position may be altered to meet the changing operational needs of the College.*





**Matthew Flinders Anglican College**

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**[www.mfac.edu.au](http://www.mfac.edu.au)**

*"Surrounded by our past, untitled by our future." Artwork by David Williams of Gillimbbaa.*