



Marketing and Communications Officer | Full time, Ongoing

Huntingtower has a long and proud tradition of educational excellence, consistently performing among the top schools in Victoria. Guided by our mission *to be a beneficial presence in the world, to uplift thought and to bless mankind*, Huntingtower is a vibrant, values-driven community where kindness, respect and excellence shape everything we do.

Are you a creative storyteller with a sharp eye for design and a passion for community? Do you thrive in environments where your ideas help shape the narrative of an entire school? Huntingtower is seeking an energetic, skilled **Marketing & Communications Officer, commencing January 2026** to help amplify our message and celebrate the people who make our school extraordinary.

As part of our Engagement & Development team, you will play a key role in strengthening Huntingtower's visibility, reputation and community relationships. This is a hands-on, highly creative role where no two days are the same from crafting digital content and managing our websites, to producing publications, supporting alumni engagement and bringing our major events to life.

Key responsibilities

- Lead digital communication by keeping our website and digital channels fresh, engaging and on-brand
- Share our stories through high-quality content for social media, newsletters, media releases and publications
- Bringing our brand to life by producing compelling visuals, flyers, graphics and marketing collateral
- Support visual storytelling through creative content production
- Strengthen alumni & community connections by coordinating communications, events and engagement activities
- Be part of the action by supporting major school events with professionalism and creativity
- Championing the Huntingtower message by celebrating student achievements, sharing community stories and upholding our school values in everything you create

What we are looking for

- Qualifications/experience in marketing, communications or Public Relations (2-3 years' experience)
- Strong writing, editing and storytelling skills
- Experience with CMS platforms and basic design tools (Canva/Adobe)
- Organised, efficient, flexible and able to juggle multiple projects
- Great people skills and a collaborative spirit and comfortable working with staff, students and external partners
- Willingness to support events outside normal hours
- Experience in a school environment, photography/videography or Adobe Creative Suite will be highly regarded
- High level of organisation, accuracy and ability to meet strict deadlines
- Committed to child safety, professionalism and excellence in communication
- Commitment to ongoing professional learning and development

This is a **full-time, ongoing position** with 5.4 weeks annual leave, aligned with the school holiday periods. At Huntingtower, you will join a warm, collaborative and values-driven team that works passionately to uplift and celebrate our community. You will help share meaningful stories that reflect our students' journeys, our staff's achievements and the strong sense of belonging that defines the Huntingtower experience. Here, we nurture creativity, value initiative and support each other to grow.

Applicants must hold a current Working with Children Check, provide a clear Criminal Record Check, and demonstrate a strong commitment to child safety and the wellbeing of young people.

Information about the School can be found on our [website](#) and the position description is available below.

If you are a motivated communicator who loves engaging with people, shaping impactful messaging and contributing to a caring Christian environment, we would love to hear from you, please submit your application to employment@huntingtower.vic.gov.au by **Friday 12 December** including the names, addresses and telephone numbers of three referees.

We will shortlist and interview high-quality applications as they are received, and we strongly encourage interested candidates to apply as soon as possible.

The School reserves the right to make an appointment at any stage of the recruitment process, including prior to the closing date for applications. We thank you for your understanding.

Huntingtower is a child safe employer and is committed to providing a child safe culture that ensures the care, protection and safety of all children and young people.

Huntingtower is committed to upholding Victoria's Child Safe standards and has a zero tolerance of child abuse. All interested applicants will be required to familiarise themselves with Huntingtower's Child Safety Policies and Codes of Conduct located on the Huntingtower [website](#). Candidates must demonstrate an understanding of appropriate behaviours when engaging with children.

The School undertakes several screening processes to protect children and young people appropriately in its care. This includes reference checks, identity checks, qualification checks and professional registration checks.

Huntingtower embraces non-discriminatory recruitment by providing equal employment opportunity to all and maintains strict privacy and confidentiality regarding your application. We welcome applications from people of all backgrounds, including Aboriginal and Torres Strait Islander people.



Position Details

Position	Marketing and Communications Officer
Award	Educational Services (Schools) General Staff Award 2020
Classification	Level 6, Grade 6
Reports to	Vice Principal – Student Community and Development

Nature of Role

The Marketing & Communications Officer plays an important role in strengthening the visibility, reputation and community engagement of Huntingtower through effective marketing, communication and promotional activities. Reporting to the Vice Principal – Student Community and Development and working as an integral member of the Engagement & Development team, the role contributes to strategic planning and delivers high-quality digital and print communications that support the School's vision and priorities.

The Officer manages the ongoing development of the School websites, produces publications, supports alumni engagement, oversees promotional materials and contributes to storytelling that highlights student life, community achievements and key School events. The role ensures consistent brand presentation across all platforms and maintains clear, timely and engaging communication with staff, parents, alumni and the broader Huntingtower community.

Working collaboratively with staff, students and external partners, the Marketing & Communications Officer promotes Huntingtower's values of Kindness, Respect and Excellence through professional, accurate and visually consistent communication and engagement.

Main Responsibilities & Accountabilities

Responsibilities	Performance Outcomes
Digital Communications & Website Management	• Maintains an up-to-date, accurate and engaging School website by regularly refreshing content, imagery and page information in alignment with School priorities and community needs • Ensures media coverage is shared promptly and effectively across the School's communication channel including the website, newsletters and bulletins resulting in consistent and timely information for key stakeholders • Monitors digital platforms proactively and responds appropriately to protect and strengthen the School's reputation, with particular attention to media reporting and social media activity • Produces high-quality media releases and collaborates professionally with the publicist, Principal, students and families to support positive media opportunities that reflect Huntingtower's values

	• Creates clear, engaging short-form content for newsletters, social media and internal communication channels, ensuring accuracy, consistency and alignment with the School's messaging • Oversees the ongoing development and accuracy of the School's archives website, ensuring historical and legacy content is preserved, accessible and presented to a high standard
Brand, Design & Marketing Collateral	• Applies Huntingtower's brand guidelines consistently across all marketing materials and communications, ensuring visual coherence and alignment with the School's identity • Produces high-quality flyers, advertisements, promotional graphics and event materials that effectively communicate key messages and support School initiatives • Assists in formatting handbooks, guides and official documents to a clean, professional standard, ensuring clarity, readability and brand consistency as required • Collaborates effectively with publishing agents to produce advertising and promotional material that meets deadlines, specifications and quality expectations • Orders and manages stock of promotional merchandise, ensuring accurate stock control and that all items reflect the School's branding and values, following design approval from the Media & Communications Producer • Collects quotes, testimonials and imagery from the School community to support storytelling initiatives that highlight student achievements, alumni success and community values
Photography, Visual Content & Creative Asset Management	• Collaborates with the Media & Communications Producer to deliver cohesive and engaging visual stories • Assists in maintaining an organised, high-quality image library in SchoolBench, ensuring all assets are accurately labelled, accessible and kept up to date • Assists in preparing visual content - photos, graphics and designs for publications and School events, ensuring accuracy and visual consistency • Capacity to provides backup photography support as required to assist in capturing events, activities and daily School life when needed
Publications & Community Communications	• Plans, develops and produces HT News (biannual) to a high standard, ensuring accuracy, visual consistency and relevance to the School community • Plans, develops and produces the HT Bulletin (every three weeks), delivering timely and engaging updates aligned with School priorities • Supports communication for fundraising campaigns and community initiatives, ensuring messages are clear, accurate and aligned with campaign goals • Ensures all communications reflect Huntingtower's values and uphold brand integrity in tone, presentation and messaging

	• Supports the distribution of communications to staff, parents and the wider HT community, ensuring information is delivered accurately and on time
Alumni & Community Engagement	• Maintains accurate and up-to-date alumni records in Synergetic and develops a comprehensive promotions and contacts database including alumni, current and past families, staff and key community partners • Coordinates communication with alumni and assists the Vice Principal-Student Community and Development with the planning, organisation and delivery of reunions, events and engagement activities that strengthen connections across the Huntingtower community • Updates and maintains the annual Year 12 alumni form to ensure content is current, engaging and aligned with School values • Collects, manages and shares alumni insights across the School to inform engagement strategies, relationship building and future opportunities • Assists in the development and maintenance of a structured giving program that encourages philanthropic contributions from alumni and current families, aligned with the School's vision and priorities • Works with the Vice Principal-Student Community and Development to create clear legacy giving resources that guide families wishing to leave bequests or long-term gifts, ensuring information is accessible, sensitive and aligned with Huntingtower's values • Builds and manages a community business directory to foster meaningful professional and personal connections among families, alumni and friends of the School • Collaborates with the Media and Communications Producer to produce content including fundraising videos, stories and promotional materials that supports philanthropic campaigns and celebrates community impact
Event Support & School Representation	• Represents the School professionally at events, seminars and community activities, contributing positively to Huntingtower's reputation and engagement • Provides reliable support at School Alumni events including after-hours functions, ensuring smooth delivery and a positive community experience • Delivers timely and effective promotional support and materials for School activities such as sporting events, music and drama performances and curriculum-related initiatives • Contributes to creative content planning for major School events and publications, ensuring visual and written materials align with event objectives and School branding
Strategic Engagement & Planning	• Collaborates with the Vice Principal – Student Community & Development to contribute meaningfully to the annual Engagement Plan, ensuring initiatives align with Huntingtower's vision, values and strategic priorities
Collaboration and Communication	• Builds positive relationships and communicates effectively with staff, students and community members

	• Collaborates proactively with the Vice Principal - Student Community and Development and Media and Communications Producer to plan and deliver creative projects • Responds to requests professionally and efficiently, maintaining a cooperative approach • Demonstrates flexibility and teamwork in managing changing priorities and deadlines
Student Interaction and Leadership	• Engages positively and professionally with students during events, photo sessions and School activities, ensuring they feel supported, respected and safe • Provide direction and guidance to students involved in video and photography activities • Supports student participation in promotional activities and community events, encouraging leadership and pride in School life • Model positive behaviour, leadership and professional conduct at all times
Technical, Operational & Compliance	• Manages digital files, archives and project assets in an organised and accessible manner • Actively upholds Huntingtower's Child Safe Standards, ensuring that all communications, imagery and interactions involving students follow required consent processes and safeguarding protocols • Adheres to School policies, privacy laws and copyright requirements, ensuring all marketing and communication outputs meet legal and regulatory obligations • Ensures the ethical and compliant use of student images, confirming permissions and managing records in line with School policy • Maintains confidentiality and professional discretion when handling sensitive information and internal communications • Troubleshoots minor technical issues independently and reports larger concerns promptly
Service Excellence and Customer Relationship Management	• Delivers accurate and effective communications to all Stakeholders • Works well under pressure and prioritise tasks within deadlines • Ability to build positive relationships, negotiate and problem solve • Demonstrates a professional, helpful and friendly attitude • Builds and maintains a respectful and professional relationship with all stakeholders • Excellent interpersonal skills and customer-service skills • Displays empathy, commitment and resilience • Possesses sound judgement and a calm and mature disposition • Displays a firm belief in and commitment to the mission, vision and core values of the School with an ability to articulate and promote these values
Health and Safety	• Demonstrating full awareness of work health and safety issues and procedures, complying with these and taking responsibility for one's own health and safety • Promote and support student, staff and visitor safety and well-being, anticipating and responding accordingly to potential threats

	• Responsible for understanding and adhering to the school's risk management policy by identifying, reporting and mitigating risks in their area, modelling appropriate behaviour and participating in relevant training to ensure a safe environment • Being familiar with emergency procedures and being ready to implement them if necessary
Flexibility	• This position description is intended to provide a broad outline of the main responsibilities only. You will be required to perform these duties, and any other duties the employer may assign to you, having regard to your skills, training and experience • The position requires availability to support school events, functions and activities that may occur outside normal working hours. This includes evening concerts, information sessions, performances and other activities that take place beyond the standard school day • The post holder is required to be flexible in developing their role in agreement with the Vice Principal - Student Community and Development

Position Requirements: Knowledge and Experience

- Relevant tertiary qualification in Marketing Communication or equivalent qualification and / or experience
- 2 to 3 years' experience in marketing, communications, public relations, or a related field
- Practical experience using website content management systems (CMS) to update and maintain web pages and imagery
- Demonstrated ability to write clear, professional content for newsletters, social media, internal communications and general school/community audiences
- Understanding of brand guidelines and the ability to apply them consistently across visual and written materials
- Experience designing basic marketing collateral such as flyers, graphics, presentations or simple print/digital materials (Canva or Adobe Suite preferred)
- Knowledge of *Adobe Creative Suite, including Illustrator, InDesign, Photoshop and/or Lightroom* and software associated with photographic and media production skills highly advantageous
- Photography and video making skills
- Willingness to attend school camps, tours and after-hours events as required to support filming and student engagement
- Driver's licence and own transport (on-site and location filming required)
- Previous experience working within a School environment is highly desirable
- Confidence directing individuals or small groups during filming, ensuring clarity, safety and professionalism
- Competence in editing, proofreading and preparing content for print and digital distribution with a focus on accuracy and presentation
- Ability to work both independently and collaboratively, contributing positively to team culture
- Highly organised and efficient, with strong time management and problem-solving skills to manage multiple concurrent projects
- Creative thinker with a proactive and adaptable approach
- High level written and verbal communication skills, able to convey information clearly and sensitively to students, staff and broader audiences

- Displays enthusiasm and initiative
- Commitment to ongoing professional learning, including participating in training and development offered by the School
- A positive history of working with children and experience in child-related work
- A strong belief in child safety and protection and a willingness to be actively engaged in the School's child safe culture
- A current employment Working with Children Check (E) and a Criminal Record Check is a requirement of employment

Key Relationships

- Vice Principal – Student Community and Development (Reports into)
- Principal

Liaises with:

- Media and Communications Producer
- Theatre Manager
- Senior Executive team
- Senior Leadership Administration Officer
- Junior School Administration Officer
- Staff
- HT Community – Students, Parents and Community
- External Agencies such as designers, printers, web developers, publicists and advertising partners
- Photographers, Videographers and Creative Suppliers for visual content planning and execution

Commitment to Child Safety

Huntingtower is a child safe employer and is committed to providing a child safe culture that ensures the care, protection and safety of all children and young people. Huntingtower's robust human resources, recruitment and vetting practices are strictly adhered to during the application and interviewing process. Applicants should be aware that we carry out identity, qualification, professional registration and reference checks to ensure that we are recruiting the right people.

All staff are committed to protecting students from abuse or harm in the school environment in accordance with their legal obligations, including child safe standards. The School's Child Protection Program, including the *Child Safety and Wellbeing Policy*, *Child Safety Code of Conduct* and the *Staff Code of Conduct* is available via the Staff Portal. The following responsibilities are expected of all roles within the School.

All staff are expected to:

- Be familiar with the content of the School's Child Protection Program, including the *Child Safety and Wellbeing Policy*, the *Child Safety Code of Conduct*, the *Staff Code of Conduct* and with their legal obligations with respect to the reporting of child abuse
- Be responsible for understanding and applying the School's child safety policies and procedures, including identifying and addressing risks, identifying child abuse indicators, management of disclosures, reporting including mandatory reporting, and complying with the *Child Safety Code of Conduct* and *Staff Code of Conduct* and related policies governing staff-student relationships
- Take all practicable measures to protect students where a risk to their safety has been identified, where students are under their care

- Be aware of key risk indicators of child abuse, to be observant, and to raise any concerns they may have relating to child abuse with one of the School's Child Protection Officers and/or with external agencies where required
- Be aware of students with whom you will have direct contact, in addressing child protection disclosures and needs of Aboriginal/Torres Strait Islander, those from a culturally and linguistically diverse backgrounds, international students, students with disabilities, those unable to live at home, children and young people who identify as LGBTIQ+ and other students experiencing risk or vulnerability
- Promote respectful relationships between students and adults, and between students and their peers. These relationships are based on respect, honesty, kindness, trust and empathy
- Commit to providing an environment where students are safe and feel safe, where their participation is valued, their views respected and their voices are heard about decisions that affect their lives
- Comply with the *Child Safety and Wellbeing Policy*, and act in accordance with the *Child Safety Code of Conduct* and *Staff Code of Conduct*