

## Position Description

# Marketing Intern



**Position Allocation:** 0.4FTE (two days a week – days negotiable)

It is a voluntary position available for an initial period of three months, with a possible extension of a further three months, subject to a satisfactory review

**Reports to:** Director of Community Relations

**Primary Focus:** The role supports the work of the Community Relations team at Cornish College. The role will provide broad experience in marketing in the independent schools sector.

### A message from the Principal

Education for a sustainable future is education of a different kind. It is education that aims to take students to depths of understandings that are transferable beyond school, preparing them to make a difference for a better world.

The Cornish College Rings of Sustainability provide a lens through which we can operate, design curriculum and engage in critical thinking. The Rings represent four dimensions of sustainability that are interdependent – personal, socio-cultural, urban/technological and natural. We understand that each of these dimensions must be in balance in order to ensure a future where there is enough for all, forever.

Our educational vision is about so much more than numbers. Every outcome that our students achieve, whether it be related to their ATAR; sporting achievements; participation in gifted and talented programs; social justice initiatives or the assessment of a unit of inquiry, should be an outcome that develops essential understandings about our world and builds upon the skills, knowledge and attitudes young people require for a sustainable future.

Employment at Cornish College offers teachers the opportunity to design and implement curriculum that makes a difference. It offers the opportunity to be part of a team where responsibility is shared, ideas are welcomed and pushing the boundaries of a curriculum framework is encouraged.

### Background

Located on 100 acres of natural parkland next to the National Water Sports Centre adjacent to the suburbs of Patterson Lakes and Chelsea, Cornish College opened in 2012 and offers programs from ELC to Year 12. Cornish College has a double stream at all primary year levels and triple stream in all secondary year levels with a fourth stream Year 10 in 2023. Currently there are 710 students from ELC to Year 12. The College offers an ELC program influenced by the Reggio Emilia approach to education and runs the International Baccalaureate Primary Years Programme from ELC to Year 6. This approach to teaching and learning is embraced in a multidisciplinary, concept-driven and inquiry-based program in the secondary area. The Victorian Certificate of Education is offered in the senior secondary years.

With a strong emphasis on inclusion and respecting individual differences the College strives to see all young people thriving in the areas in which they have special aptitude. In line with this thinking, the College offers vibrant programs across the curriculum.

## The Position

Cornish College is seeking an enthusiastic, dependable and proactive Marketing Intern to join the Community Relations team. This team is responsible for all aspects of promoting Cornish, both internally and externally, via a wide range of media including print, digital, web and social media. The team is also responsible for the day-to-day operations of the alumni group, Cornish Collegians, the College's Archives and fundraising.

Under the supervision of the Director of Community Relations, you will assist with researching and updating data, preparing social media posts and associated analytics (LinkedIn, Facebook, Instagram), marketing analysis and database support, developing stories for use online, supporting the preparation of print publications and marketing materials, and performing some administrative work.

## Skills and Qualifications

### *Essential requirements:*

- All non-teaching staff at Cornish College must hold a current *Working With Children* Check and will be required to obtain a current *Police Check*
- Graduate or undergraduate studies in marketing, communications or social media
- Good ICT skills, including knowledge of Microsoft Office, Adobe products, email and web
- Very good verbal and written communication skills
- Strong work ethic
- Ability to take direction and multi-task
- Excellent attention to detail and a high motivation to learn
- The ability to work collaboratively within a team

### *Desirable:*

- Graphic design skills
- Photography skills
- Current First Aid Certificate or a willingness to undertake an appropriate first aid course would be an advantage
- Ability to own a task and 'see it through' from inception to delivery

## To apply for this position

Applications should include:

- A cover letter to the Director of Community Relations
- A current resume, including the name and contact numbers of two professional referees
- Any supporting documents that you wish to include to support your application

Emailed applications should be sent as one combined PDF file.

Applications to be submitted by 9.00am on Monday 27 March 2023 to [employment@cornishcollege.vic.edu.au](mailto:employment@cornishcollege.vic.edu.au)

The successful applicant will be required to produce original copies (from which a photocopy will be made) of their *Working with Children Check* and transcripts of any academic qualifications.

### *Advice to applicants*

In your cover letter please respond to the Position Description and outline your main areas of interest and expertise. The rest is up to you - we'd like to get to know you more through your letter!

## **Child Safe Statement**

*Cornish College is committed to the safety and wellbeing of all children and all staff are expected to observe the College Code of Conduct.*

The College is a Child Safe employer and is committed to the safety and welfare of children in our protection.

Cornish has systems to protect children from abuse and will take all allegations and concerns very seriously and respond to them consistently, in line with our policies and procedures.

All potential employees and volunteers will be required to comply with the College's *Child Safety and Wellbeing Policy* and *Code of Conduct*, which are available on its website. Cornish performs thorough assessments of potential and existing employees in accordance with the legislated Child Safe Standards. The assessments will be used to ascertain whether the potential or existing employee is a fit and proper person and is suitable for child related work in a school environment and in the position applied for or held. The screening process includes, but is not limited to, Police Checks, Working with Children Checks, identity, qualification, VIT registration and reference checks.

## **Equal Opportunity**

Cornish College is committed to Equal Employment Opportunity principles and is committed to the principles of merit-based selection, equity, diversity and procedural fairness in our recruitment process.

Aboriginal and Torres Strait Islander peoples are encouraged to apply for all positions at Cornish College.

## **Summary**

This Position Description should not be seen as limiting and may be altered to meet the needs of the College at any time.

## **More information**

For further information, please contact:

Dennis Freeman

Director of Community Relations

Tel: 03 9781 9000 or [dennis.freeman@cornishcollege.vic.edu.au](mailto:dennis.freeman@cornishcollege.vic.edu.au)