

Position Description

THE KING DAVID SCHOOL



Title:	Communications & Events Assistant	FTE:	1.0
Location:	The Rebecca Magid Centre		

OBJECTIVES

The position supports the Marketing, Communications and Fundraising strategies of the School by assisting the academic and administrative staff, Parents' Association, and School Council in the development and promotion of a professional image of the School in publications, (print and electronic), event management, fundraising and marketing.

ACCOUNTABILITY

The position will be accountable and directly responsible to the Community Relations and Foundation Managers and ultimately the Director of Business.

DUTIES

The following duties will be in consultation with and under the direction of the Community Relations and/or the Foundation Manager:

1.1 Communication

- Provide both written and interpersonal communications of a very high standard to enhance the School's relationship and profile with current and prospective families, past students, donors and other stakeholders.
- Assist in regularly updating the School's website and Parent Portal (intranet).
- Provide regular updates to social media platforms e.g. Facebook, Instagram
- Work with the TKDS Alumni to assist and support its activities including the development of online communications and assisting with the planning of annual reunions
- Prepare milestone cards (life cycle events, awards etc.) for signage and update database with relevant details. Keep a register of Alumni News, births and marriages, to be included in Inspirations Magazine.
- Assist with compiling relevant articles and photographs for the School Yearbook
- Harp newsletter: follow up with teachers re stories and photos for inclusion in newsletter; glean articles for the Community Relations aspect of Annual School Report and edit for publication once per annum; file Harp articles in digital trackers.
- Assist Communications and Events Coordinator with Daily Notices if required

1.2 Marketing & Promotion

- Maintain KDS news and advertising files; and relevant competitors' advertising.
- Assist with scheduling of professional photo/video shoots
- File weekly news stories and prepare Council Report on monthly media mentions
- Archive digital photographic/video inventory.
- Assist with other Marketing & Promotion tasks as required.

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1.3. Events

- Assist the Communications and Events Coordinator with school events.
- Assist with preparation of guest lists and receipt of rsvp's.
- Assist in preparation of running sheets for events
- Coordinate with caterers and suppliers for event requirements.
- Assist with set up and pack up of registration tables; welcome guests; set up beverage stations; set up KDS branding at events; and assist with photography/videography when required.
- Provide assistance and support to the KDSPA for its program of activities and events

Note: Events may take place outside normal work hours on occasions.

1.4 Foundation

- Receipt donations and prepare thank you letters
- Prepare reports for donor funded scholarships and/or programs
- Send reminders to donors re pledges
- Produce donor reports from synergetic
- Assist in the planning and implementation of Annual Appeal and Phone-a-thon, including brochures, mailouts, and follow ups.
- Update Honour Boards
- Manage petty cash

1.5 Other duties

- Assist with the maintenance of the School Community data base.
- Organise distribution lists for bulk emails on behalf of Community Relations and Foundation
- General admin duties including, but not limited to, photocopying and printing; laminating; filing; ordering and storage of supplies.

ESSENTIAL SKILLS

The Communications and Events Assistant must be able to demonstrate:

- Tertiary qualification in Marketing, Business, Communications, Media, Business Administration or equivalent knowledge gained through combination of education/training and/or experience
- High level of computer literacy is required. Experience in database management, websites, and social media would be an asset.
- Excellent oral and written communication skills and the ability to represent The King David School in a professional and ethical manner
- High level organisational skills and the ability to work independently, effectively and flexibly, set priorities and manage variable workloads, particularly during peak times and enjoy working in a team environment
- Personal skills of initiative, innovation and self-motivation
- An excellent manner in dealing with stakeholders at all times in a professional and courteous manner.

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KEY PERFORMANCE INDICATORS

KPI 1	The School's Website, Parent Portal, and Social Media platforms are regularly updated
KPI 2	KDS Alumni are engaged through regular communication, reunions, and database is maintained with up-to-date information.
KPI 3	Milestone cards are sent in a timely manner and information is properly recorded in Community Database.
KPI 4	Media files and photographs are organised and stored properly
KPI 5	The Communications Manager, Foundation Manager, and Events Coordinator receive excellent support in running school events.
KPI 6	Written and interpersonal communications are of highest standard.

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