



BISHOPS
DIOCESAN COLLEGE

Inspires Individuals

An Anglican Boys School, Equal Opportunity Employer, engaged in a transformation process, and using innovative computer teaching methodologies.

Marketing and Public Relations Manager

Incredible opportunity for a dynamic, self-starter to take responsibility for Leading and Managing the Marketing, Brand and Public Relations functions of Bishops – reporting directly to the Principal.

Put to the test your proven project management skills; excellent communication skills and in-depth knowledge of Marketing principles; media, PR; strategy and social media. Technical knowledge of relevant legislation and compliance, a must, as is a 3-year relevant degree and a solid, stable career track record. An understanding of the independent school environment would be advantageous.

Key Performance Areas include

1. Marketing – preparing of long- and short-term plans; developing initiatives and campaigns and arranging marketing events throughout the year. Managing marketing budgets and policies as well as compiling quarterly reports for the School Council.
2. Public Relations – Preparation of appropriate communication for major events and professional management of all PR within the School.
3. Compliance – Ensuring marketing and communication policies comply with applicable governance, legal and statutory requirements.
4. Communication and Relationship Building – manage and report on social media; monitor and assess online and other media sentiment; develop professional relationships with all external service providers.
5. Branding – assume responsibility of all elements of school branding and publications including the school magazine.
6. Project and Event Management – develop and obtain approval for individual project plans and budgets, allocate and manage project resources and execute project roll out.

The successful individual needs to be able to operate at a strategic level but must also be able to execute the above tasks.

Applications, including a covering letter and CV and your qualifications, should reach Lorna O'Brien by Friday 11 October 2019.

Email: lorna@obr.co.za

Should you not be contacted by 25 October 2019,

Please consider your application as unsuccessful.

www.bishops.org.za