CHRIST'S COLLEGE
CANTERBURY

POSITION DESCRIPTION

Head of Marketing & Communications

Schedule of Responsibilities and Person Specification

Reports to: Director of Advancement
Direct Reports: Graphic Designer & Marketing Assistant

Purpose of the Position:

- The Head of Marketing & Communications is responsible for delivering Christ's College's marketing and communications activity, working closely with the Director of Advancement to strengthen the College's brand, engage its community and support roll retention and growth.
- The role develops and implements marketing and communications plans in partnership with the Director of Advancement, ensuring the distinctive value of a Christ's College education is communicated effectively to current and prospective families, Old Boys and the wider College community.
- With a strong focus on communications, publications, marketing and digital channels, the Head of Marketing & Communications ensures College content is engaging, relevant and consistently reflects the Christ's College brand.
- The role manages the Graphic Designer & Marketing Assistant and works collaboratively across the College to deliver high-quality marketing and communications activity.

Functional Relationships

Internal

- Director of Advancement
- Headmaster
- Senior Leadership Team
- Graphic Designer & Marketing Assistant
- Advancement Team
- Archivist
- Academic staff
- Housemasters
- Boarding staff
- Teaching and support staff

External

- Current and prospective families
- Old Boys and the wider College community
- Media
- Marketing, communications and creative agencies
- Print and production partners
- Photographers and videographers

- Digital and website providers
- Other suppliers and service providers

Principal Tasks

Communications and Publications

- Develop and implement the annual communications plan in partnership with the Director of Advancement
- Write, edit and coordinate communications for a range of College audiences and channels
- Manage the planning, editorial oversight and production of key College communications, including In Black and White and the Term Newsletter
- Project manage key College publications from planning and content development through design, production and print, including the Prospectus, annual Register, College magazine and other significant publications
- Manage editorial schedules, contributors, design, photography, production and external suppliers as required
- Review and edit key College communications to support consistency, accuracy and alignment with the College's voice and brand
- Work collaboratively across the College to identify and develop engaging stories that reflect College life, achievements and community
- Provide communications advice and support to the Director of Advancement as required, including support with issues and crisis communications

Marketing and Engagement

- Develop and implement annual marketing plans in partnership with the Director of Advancement
- Coordinate and deliver marketing campaigns and activity that support College priorities
- Work with the Director of Advancement and Head of Admissions to develop and deliver targeted recruitment campaigns that communicate the distinctive value of a Christ's College education to prospective families
- Manage marketing and communications activity that strengthens engagement with current families, Old Boys and the wider College community
- Manage the development and maintenance of the College's suite of marketing materials, ensuring they remain relevant, accurate and consistent with the College brand
- Coordinate advertising and promotional activity as required
- Use available data and analytics to evaluate marketing activity and inform future planning

Digital and Brand

- Manage the College's social media presence and coordinate content across relevant platforms to authentically tell the College story and engage its communities
- Develop and implement social media and digital content plans aligned with wider marketing and communications priorities
- Maintain the currency and quality of content on the College website, ensuring it effectively supports recruitment, communication and community engagement
- Coordinate website content updates and work with relevant internal and external providers as required.
- Use digital analytics to monitor reach and engagement and inform future activity
- Ensure the Christ's College brand is applied consistently across publications, marketing materials, digital platforms and communications
- Work with the Director of Advancement and Graphic Designer & Marketing Assistant to ensure marketing and communications materials are produced to a consistently high standard and appropriately reflect the College's identity, heritage and values

Coordination and Delivery

- Manage and support the Graphic Designer & Marketing Assistant, including coordinating priorities and workload
- Coordinate relationships with external suppliers and partners, including print, photography, videography, digital and agency providers
- Develop clear briefs and coordinate timelines and deliverables for internal and external creative work
- Work collaboratively with the wider Advancement team and College staff to deliver marketing and communications priorities and initiatives
- Alongside the Director of Advancement, monitor marketing and communications expenditure within agreed budgets

Key Deliverables

- Effective delivery of annual marketing and communications plans
- High-quality, timely and engaging College communications and publications
- Marketing activity that clearly communicates the distinctive value of a Christ's College education and supports enrolment and community engagement
- An engaging, current and effective digital presence across the College website and social media channels
- Consistent application of the Christ's College brand across marketing and communications activity
- Effective coordination of publications, marketing materials, design resources and external suppliers

Essential Skills and Qualifications

- A relevant tertiary qualification in marketing, communications, public relations, journalism or a related discipline
- At least five years' experience in a marketing, communications or related role
- Demonstrated experience developing and delivering marketing and communications plans and campaigns
- Strong writing, editing and content development experience across a range of channels and audiences
- Experience project managing publications or significant communications projects from concept through to delivery
- Experience managing social media and digital content across multiple platforms
- Experience working with websites and content management systems; confidence updating website content would be advantageous
- An understanding of digital marketing and analytics
- Experience working with external suppliers, agencies or creative partners
- Experience coordinating or managing the work of others would be advantageous
- Experience within education, an independent school or a values-based organisation would be advantageous.

Other Skills Required

- Excellent written and verbal communication skills, with strong writing, editing and proofreading capability.
- Strong organisational and project management skills, with the ability to manage multiple priorities and deadlines.
- A sound understanding of contemporary marketing and communications practice.

- Strong digital capability and an understanding of how digital channels can be used effectively to engage different audiences.
- An understanding of brand and the importance of consistency across communications and marketing activity.
- Strong relationship-building skills and the ability to work effectively with a wide range of people.
- Sound judgement, professionalism and discretion.
- Creativity combined with a practical and delivery-focused approach.
- Strong attention to detail.
- A collaborative, adaptable and solutions-focused approach.
- Initiative and the ability to work independently as well as part of a team.
- An appreciation of Christ's College's heritage and traditions and the importance of presenting these in a contemporary and relevant way.

Values and Alignment

- Commitment to the Anglican character and values of Christ's College.
- Commitment to the College's vision of helping every boy be at his best.
- A belief in the value of boys' education.
- Respect for diversity and cultural awareness.
- A commitment to excellence and continuous improvement.
- A genuine desire to contribute positively to the Christ's College community.

Other

Health and Safety

- Comply with all College Health and Safety policies and procedures.
- Maintain a safe and organised work environment.
- Take reasonable care for their own health and safety and that of others.
- Report hazards, incidents and near misses promptly.
- Participate in Health and Safety training as required.
- The Head of Marketing & Communications will be required to attend College events and activities outside normal business hours from time to time, including evenings and weekends.
- This Position Description is intended to describe the principal duties and responsibilities of the role. It is not an exhaustive list, and responsibilities may change over time in response to the evolving needs of Christ's College.

Reviewed September 2026