



POSITION DESCRIPTION

Position: Marketing and Communications Coordinator

Reports to: Director of Community Engagement

Tenure: Ongoing

Status: Full Time, 48 weeks per year

Commencement Date: December 2026

COLLEGE BACKGROUND

Mercedes College is a Catholic secondary school for girls in Years 7 to 12, governed by Mercy Education Limited and grounded in the Mercy Tradition. Situated in the heart of the City of Perth and part of the City's heritage precinct, the College was the first foundation of the Sisters of Mercy in Australia and is the oldest girls' school in Australia on the original site of foundation.

Since opening in 1846, the College has demonstrated a commitment to providing the highest quality educational experience for girls from a diversity of cultures and backgrounds. We aim for excellence in a learning environment where students are encouraged to take ownership of their educational journey and persevere to achieve their personal best.

Our values inspire our faith and learning community.



COMPASSION: We are a caring community. We walk with others in empathy, respond with mercy, and are prepared to give each other another chance.



JUSTICE: We uphold the rights of the individual, are accepting of difference and treat all people with fairness and respect.



INTEGRITY: We act with commitment and honesty, holding steadfast to our principles in all we do.



SERVICE: We give of ourselves, time, and gifts, to serve others. We are present, helpful and respectful to those in need.



EXCELLENCE: We strive to excel at all times gaining strength from each other and following in the footsteps of Catherine McAuley with courage and conviction.



HOPE: We embrace optimism, inspire perseverance through challenges, and nurture a positive outlook, fostering an environment where dreams can flourish.

OVERVIEW OF THE POSITION

The Marketing and Communications Coordinator plays a key role in shaping the public image and reputation of the College through the effective delivery of digital, online communications and traditional marketing tools while supporting the Director of Community Relations in strategic marketing initiatives. This role is pivotal in enhancing the visibility and profile of the College by marketing, communication, and public relations efforts which align with the College's mission and values.

As a member of the Advancement team, the Marketing and Communications Coordinator contributes significantly to the College's community engagement by working closely with parents, staff, and external stakeholders. Responsibilities include managing the College's digital presence, producing high-quality marketing materials, and assisting with key events to ensure a cohesive and positive image of the College is consistently presented across all communication channels.

We are inviting applications from individuals who will bring expertise, enthusiasm, innovation, and a commitment to the shared Vision of the College. It is essential that applicants be prepared to support the ethos, values, and mission of the College.

RESPONSIBILITIES

PASTORAL

- Advocate and support the Mercy ethos, values and mission of the College
- Promote and maintain Gospel values and the Catholic tradition across the College community, including students, staff and parents
- Ensure all undertakings are student focused

KEY DUTIES

- Oversee the creation, production, and distribution of marketing materials, including digital content, publications, promotional items, and the fortnightly eNewsletter (Sorelle), ensuring all materials align with the College's branding, mission, and tone of voice.
- Manage the College's digital presence, including the website and social media platforms, ensuring content is accurate, engaging, and aligned with the College's goals.
- Deliver and coordinate the production of high-quality visual content, including photography, videography, brochures, flyers, and posters, for both online and print use. Manage graphic design projects across, both in-house and in consultation with external providers, ensuring consistency and alignment with the school's brand guidelines.
- Collaborate with the Director of Community Engagement to plan and develop marketing and communication campaigns, including advertisements and public relations activities, to promote enrolments and raise the College's profile.
- Assist with the coordination and promotion of key College events such as Open Days and Alumni Reunions, ensuring smooth execution and engagement.
- Manage the coordination, capture, and organisation of photography and videography that showcases various aspects of school life, ensuring these images are readily available for use in promotional materials across digital and print platforms.
- Lead the management and ongoing development of the school's website, ensuring it is visually engaging, up-to-date, user-friendly, and effectively communicates key information to prospective and current families. Regularly update content to reflect school activities, events, and achievements, optimising for search engine visibility and providing a seamless user experience across all devices.
- Monitor competitor activities and industry best practices to identify new marketing opportunities and strategies. Suggest improvements for both internal and external communications to ensure target audiences are effectively reached and the school maintains a competitive edge.
- Demonstrate the physical capacity to perform the inherent requirements of the role, including standing and walking for extended periods, moving throughout the College campus and off-site venues, attending College events, and safely carrying and operating photography, videography and promotional equipment as required.
- Participate in emergency management and student welfare procedures in accordance with College requirements.

OTHER

- Comply with the Mercy Education Limited Code of Conduct, management directives and approved policies and procedures
- Engage in the co-curricular life of the College
- Actively participate in the Work Health and Safety program at the College. This includes completing all Mercy Education Ltd modules within the time frame provided
- Assist in the coordination of and actively participate in various school functions
- Comply with the staff dress code at all times
- In being both proactive and responsive to changes in the College's operating environment, the Principal may, from time to time, require the performance of other duties

SELECTION CRITERIA

- Commitment to the ethos and values of Catholic and Mercy education.
- Proven experience in developing and managing digital and traditional marketing materials that align with an organization's branding and strategic goals.
- Demonstrated experience in producing high-quality visual content for digital and print and managing graphic design projects to ensure brand consistency.
- Experience managing website content, SEO, and social media platforms to ensure engaging, accurate information for all audiences.
- Excellent written and verbal communication skills, with the ability to convey messages effectively across diverse audiences and platforms.
- Qualification in Marketing and Communications or related field preferred.

CONDITIONS OF EMPLOYMENT

Mercy Education Limited is the Employer of all staff at Mercedes College and employment will be subject to the terms and conditions of WA Catholic School Support Staff Enterprise Agreement 2024 and College based policy statements.

This role is classified under the Administrative and Technical Officers Award as a Level 5 position. The step will be based on experience.

Support for the ethos and mission of the College as outlined in documents on our website:
www.mercedes.wa.edu.au

The successful candidate will also require:

- A current Working with Children Check Card (WWCC)
- A National Police Clearance – no older than 90 days
- Accreditation to work in a Catholic School or preparedness to work towards it
- Undergo Mandatory Reporting training
- Undergo Staff Code of Conduct training

APPLICATIONS

Applicants must provide a covering letter addressing the selection criteria, a detailed curriculum vitae and the names of three referees, one of whom must be the current employer.

Please include all relevant documentation into one PDF document prior to submission.

Applications must be in writing addressed to the Principal, Dr Lucie McCrory, and emailed to employment@mercedes.wa.edu.au by 9am, Friday 30 October 2026.

We encourage you to apply as soon as possible as we reserve the right to close this vacancy early.

Confidential queries about this position can be directed to employment@mercedes.wa.edu.au.

LINKS

- WA Catholic School Support Staff Enterprise Agreement 2024 - [CEWA.edu.au](https://cewa.edu.au)
- Mercy Education Limited Code of Conduct - [mercy.edu.au/Code of Conduct](https://mercy.edu.au/Code%20of%20Conduct)
- Mercy Education Limited Policies - mercy.edu.au/resources/policies

COMPASSION JUSTICE INTEGRITY SERVICE EXCELLENCE HOPE



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