



**SUNRISE**  
Christian School

## **COMMUNICATIONS COORDINATOR**

### **SUNRISE CHRISTIAN SCHOOL**

#### **JOB AND PERSON DESCRIPTION**

Adelaide Christian Schools (ACS) is a community of schools, both nationally and internationally. In Australia these include Sunrise Christian School Fullarton, Sunrise Christian School Paradise, Sunrise Christian School Morphett Vale, Sunrise Christian School Marion, Sunrise Christian School Naracoorte, Sunrise Christian School Whyalla, Sunrise Christian School Early Learning Centres, Temple Christian College, and Discovery Christian College. Internationally our schools are Sunrise Bethel Christian School and Edai Christian School in PNG and Faith Christian School in the USA.

These schools provide an education of academic excellence consistent with the teachings of the Bible, to children of many Christian denominations. They teach and train students in all aspects of life in such a way that God is seen as the centre of everything. They are an extension of the home and help parents fulfil the God-given mandate to bring up their children in His ways.

The Schools are separately registered, and each School is managed by a Principal who is accountable through the CEO to its governing Board. Our Early Learning Centres are managed by a Regional Director, reporting to the CEO, who is assisted by a Director at each location.

The primary corporate service functions of ACS are based at the Kings Park office for Sunrise schools, international schools, and ELCs and the Mile End Campus of Temple Christian College for Temple and Discovery.

The Communications Coordinator for Sunrise Christian School's is based at the Kings Park office.

Head Office  
Level 2  
305 Goodwood Road  
Kings Park, SA, 5034  
08 8465 6000  
[www.sunrise.sa.edu.au](http://www.sunrise.sa.edu.au)

---

Sunrise Christian School  
Fullarton  
95 Wattle Street  
Fullarton, SA 5063  
08 8465 6001

Sunrise Christian School  
Paradise  
4 Crowle Road  
Paradise, SA 5075  
08 8465 6002

Sunrise Christian School  
Morphett Vale  
70-74 Pimpala Road  
Morphett Vale, SA 5162  
08 8465 6003

Sunrise Christian School  
Marion  
286 Sturt Road  
Marion, SA 5043  
08 8465 6004

Sunrise Christian School  
Naracoorte  
72 Old Caves Road  
Naracoorte, SA 5271  
08 8465 6005

Sunrise Christian School  
Whyalla  
2 Sunrise Lane  
Whyalla, SA 5608  
08 8465 6006



**SUNRISE**  
Christian School

Head Office  
Level 2  
305 Goodwood Road  
Kings Park, SA, 5034  
08 8465 6000  
[www.sunrise.sa.edu.au](http://www.sunrise.sa.edu.au)

## JOB SPECIFICATION

### OVERVIEW

The Communications Coordinator has a pivotal role at Sunrise Christian School in growing enrolments for the schools and is responsible for the day-to-day running and delivery of marketing campaigns.

They will work to ensure a positive brand perception for the schools and ELCs in their communities, aiming to increase brand awareness and drive enrolments.

Website, social media, and application management will be large components of this position. The successful applicant will be required to work within imposed budget and time constraints.

The Communications Coordinator reports to the Manager Corporate Services or their delegate.

Sunrise Christian School  
Fullarton  
95 Wattle Street  
Fullarton, SA 5063  
08 8465 6001

Sunrise Christian School  
Paradise  
4 Crowle Road  
Paradise, SA 5075  
08 8465 6002

Sunrise Christian School  
Morphett Vale  
70-74 Pimpala Road  
Morphett Vale, SA 5162  
08 8465 6003

Sunrise Christian School  
Marion  
286 Sturt Road  
Marion, SA 5043  
08 8465 6004

Sunrise Christian School  
Naracoorte  
72 Old Caves Road  
Naracoorte, SA 5271  
08 8465 6005

Sunrise Christian School  
Whyalla  
2 Sunrise Lane  
Whyalla, SA 5608  
08 8465 6006

## KEY RESPONSIBILITIES

### MARKETING AND COMMUNICATIONS CONSULTATION

- Provide guidance and recommendations to the Principals of each school and ELC in the areas of marketing and communications
- Coordinate and participate if required in communications with the media in accordance with school policy.
- Source and develop opportunities for the promotion of the schools via appropriate media for each school.
- Develop and ensure compliance with a Communications Guideline throughout all schools and communications.
- Act as Brand Advocate for the Sunrise brand, protecting and promoting its integrity.

### WEBSITE, SOCIAL MEDIA, SERVICE MANAGEMENT

- Develop, maintain, and monitor the public-facing and closed school social media within school policies and guidelines, liaising with representatives from each school to share content.
- Respond to community engagement across platforms.
- Manage and update all Sunrise websites, including maintenance of security, updates, and alterations as required, including Google listings.
- Maintain and ensure compliance across various internal, external, and parent-facing applications, including the Sunrise intranet.
- Manage and assist staff in the implementation of the Enrolment Journey and support in related reporting.
- Implement new applications where applicable, including roll-out and training.
- Assist in ICT Helpdesk Services where appropriate.



- Ensure privacy policies are adhered to within all areas of social media and within the school website.

**DESIGN**

- Coordinate outsourced graphic design, including giving direction and quality and brand control for all Sunrise schools and ELCs, for external and internal use.
- Coordinate development, production, and distribution of promotional and information-based marketing materials. This may include but is not limited to: signage and banners; flyers, posters, advertisements; Spotlight Magazine; enrolment forms and packs, fee forms and schedules; orientation pack collateral, coffee cups, Middle School promotions.
- Update existing design files with new information as required.
- Develop and produce internal communications as required.

**EVENT AND BUDGET MANAGEMENT**

- Plan, organise, and advertise student recruitment events including open days, Principal Tours, and Community events.
- Produce and distribute promotional and advertising material within school policy guidelines.
- Source materials and ensure advertising costs fit within the designated budget constraints.
- Ensure all events are completed within the budget allocated for that event.

**OTHER DUTIES**

- Proofreading as required
- Annual creation, distribution, analysis, and reporting to Leadership on Parent Satisfaction Survey across schools.
- Project development and management as required.
- Complete all administrative duties relating to the marketing aspect of the schools.
- Coordinate other contractors as needed, such as photographers or videographers.
- All other duties as directed.

The position will be reviewed as the role changes and will be appraised on a regular basis.

Approved \_\_\_\_\_ Date \_\_\_\_\_  
Manager Corporate Services Sunrise Christian School - Signature

Approved \_\_\_\_\_ Date \_\_\_\_\_  
Applicant's Signature

Head Office  
Level 2  
305 Goodwood Road  
Kings Park, SA, 5034  
08 8465 6000  
www.sunrise.sa.edu.au

Sunrise Christian School  
Fullarton  
95 Wattle Street  
Fullarton, SA 5063  
08 8465 6001

Sunrise Christian School  
Paradise  
4 Crowle Road  
Paradise, SA 5075  
08 8465 6002

Sunrise Christian School  
Morphett Vale  
70-74 Pimpala Road  
Morphett Vale, SA 5162  
08 8465 6003

Sunrise Christian School  
Marion  
286 Sturt Road  
Marion, SA 5043  
08 8465 6004

Sunrise Christian School  
Naracoorte  
72 Old Caves Road  
Naracoorte, SA 5271  
08 8465 6005

Sunrise Christian School  
Whyalla  
2 Sunrise Lane  
Whyalla, SA 5608  
08 8465 6006





**SUNRISE**  
Christian School

Head Office  
Level 2  
305 Goodwood Road  
Kings Park, SA, 5034  
08 8465 6000  
[www.sunrise.sa.edu.au](http://www.sunrise.sa.edu.au)

## PERSON SPECIFICATION

### ESSENTIAL MINIMUM REQUIREMENTS

#### EDUCATIONAL QUALIFICATIONS

- Relevant tertiary degree or equivalent experience.

#### SKILLS / ABILITIES

- Excellent interpersonal and communication skills to successfully engage a range of stakeholders.
- Ability to offer excellent customer service
- The ability to work as a member of a team in a manner that fosters the support and co-operation of team members.
- The ability to complete variable workloads to a high standard and to imposed deadlines.
- High level of proficiency and application in the use of Microsoft Office, Photoshop and design programs such as InDesign.
- Ability to manage and maintain websites and social media sites.
- Ability to work autonomously once tasks are delegated.
- Ability to prioritise, demonstrate initiative, and take a proactive and flexible approach to tasks.
- The ability to work with all levels of staff and management.
- Ability to deal with challenging clients in a calm and patient manner.

#### PERSONAL ATTRIBUTES

- An ongoing commitment to the Lord Jesus Christ as Lord and Saviour.
- A mature faith and active involvement in a local church.
- A proven lifestyle founded on Biblical Christian principles.
- A life that demonstrates the indwelling of the Holy Spirit.
- A willingness to affirm the foundation statements and principles promulgated by the School and ACS.
- A Christian with a strong commitment to Christian Education and a determination to serve God in a Christian school community.
- A friendly disposition and a willingness to serve.

#### EXPERIENCE

- A minimum of 3 years' industry experience.
- Event and budget management experience.

Sunrise Christian School  
Fullarton  
95 Wattle Street  
Fullarton, SA 5063  
08 8465 6001

Sunrise Christian School  
Paradise  
4 Crowle Road  
Paradise, SA 5075  
08 8465 6002

Sunrise Christian School  
Morphett Vale  
70-74 Pimpala Road  
Morphett Vale, SA 5162  
08 8465 6003

Sunrise Christian School  
Marion  
286 Sturt Road  
Marion, SA 5043  
08 8465 6004

Sunrise Christian School  
Naracoorte  
72 Old Caves Road  
Naracoorte, SA 5271  
08 8465 6005

Sunrise Christian School  
Whyalla  
2 Sunrise Lane  
Whyalla, SA 5608  
08 8465 6006



**SUNRISE**  
Christian School

Head Office  
Level 2  
305 Goodwood Road  
Kings Park, SA, 5034  
08 8465 6000  
[www.sunrise.sa.edu.au](http://www.sunrise.sa.edu.au)

---

Sunrise Christian School  
Fullarton  
95 Wattle Street  
Fullarton, SA 5063  
08 8465 6001

Sunrise Christian School  
Paradise  
4 Crowle Road  
Paradise, SA 5075  
08 8465 6002

Sunrise Christian School  
Morphett Vale  
70-74 Pimpala Road  
Morphett Vale, SA 5162  
08 8465 6003

Sunrise Christian School  
Marion  
286 Sturt Road  
Marion, SA 5043  
08 8465 6004

Sunrise Christian School  
Naracoorte  
72 Old Caves Road  
Naracoorte, SA 5271  
08 8465 6005

Sunrise Christian School  
Whyalla  
2 Sunrise Lane  
Whyalla, SA 5608  
08 8465 6006

## KNOWLEDGE

- A knowledge of general administrative duties including ordering of supplies.
- A knowledge of Christian communities and particularly Christian school communities.
- Understanding of the issues faced by the education sector and by parents seeking a school for their children.

## DESIRABLE CHARACTERISTICS

### QUALIFICATIONS

- An IT qualification would be advantageous.
- Photography skills.

### PERSONAL ATTRIBUTES

- A passion for Christian education.

### EXPERIENCE

- Experience in a school marketing role or in a not-for-profit organisation would be an advantage