



MALEK FAHD ISLAMIC SCHOOL

ABN: 41003 864 891

KNOWLEDGE IS LIGHT & WORK IS WORSHIP

www.mfis.nsw.edu.au

Marketing & Communications Manager

Malek Fahd Islamic School Ltd (MFIS) is a growing Kindergarten to Year 12 Muslim School with more than 3200 students across three campuses in the Sydney suburbs of Greenacre, Beaumont Hills, and Hoxton Park.

The vision of the School is that all students of MFIS receive an education that inspires them to achieve their full potential, embrace the future and make positive contributions to the community. The Mission of MFIS is to provide opportunities within an Islamic environment for its students to excel intellectually, physically, emotionally, socially, religiously, morally, and vocationally, and become happy and successful citizens.

Job Location: Malek Fahd Islamic School, Sydney, Australia

Job Type: Full-time

Malek Fahd Islamic School is seeking a talented and experienced Marketing & Communications Manager to join our team. The successful candidate will be responsible for developing and implementing effective marketing and communications strategies to promote the school's mission, vision, and values.

Relevant Strategic Goals

- Embed the MFIS vision and educational philosophy across the School.
- Effectively engage in the leadership task of systematically coaching to enhance self-efficacy of team members.
- Building positive family and community partnerships guided by a commitment to respectful and meaningful engagement.

To view the School's strategic plan please click the link below:

<https://www.mfis.nsw.edu.au/strategic-plan>

Responsibilities

- Develop and execute a comprehensive marketing and communications strategy that aligns with the school's goals and objectives.
- Manage all aspects of the school's marketing and communication efforts, including brand identity, website, social media, email marketing, events, and PR.
- Create and manage content for all marketing and communication channels, including website copy, blog posts, social media posts, videos, and newsletters.
- Develop and manage relationships with key stakeholders, including parents, students, alumni, community members, and media outlets.
- Conduct market research and stay up to date on industry trends to ensure the school remains competitive and relevant.

- Measure and analyse the effectiveness of marketing and communication efforts and make recommendations for improvement.

Selection Criteria

- Bachelor's degree in marketing, communications, or a related field.
- At least 5 years of experience in marketing and communications, preferably in the education industry.
- Strong verbal and written communication skills.
- Demonstrated ability to develop and execute successful marketing and communication strategies.
- Experience managing social media, email marketing, and website content.
- Knowledge of Adobe Creative Suite, Google Analytics, and CRM systems.
- Ability to work independently and as part of a team.
- Passion for education and promoting the values of Islamic education.

Benefits of Working at MFIS

MFIS is an employer that promotes staff excellence and offers a range of additional benefits, including:

- A competitive salary
- Access to salary packaging options to maximise employee benefits and salary
- Access to onsite parking
- Access to an Employee Assistance Program
- Wellbeing programs and initiatives
- Opportunities for professional development and growth
- Supportive and collaborative team environment
- Fantastic opportunity to gain experience in a highly regarded Independent School

If you are a highly motivated individual who is passionate about marketing and communications and has experience in the education industry, we encourage you to apply.

The Application Process

When preparing your application for our consideration, please include:

- A covering letter addressed to the principal
- Your Curriculum Vitae (CV) with telephone contact details of three supporting referees
- Current Working with Children Check Number and expiry date
- Qualifications

Applications close at 9.00am on Thursday 30th March 2023 and should be addressed to:

Dr Zachariah Matthews
Principal
Malek Fahd Islamic School
T: [\(02\) 8732 7800](tel:0287327800)
E: HR@mfis.nsw.edu.au

MFIS is committed to child safety. As such, the successful applicant will be expected to satisfy child protection screening and adhere to the School's Child Protection Policy and Code of Conduct.