



Role Description

Title:	School Officer: Marketing and Communications	Location:	Toowoomba
Reports to:	Principal	Classification:	School Officer Level 5
School:	St Joseph's College	Tenure:	Full time, Continuing

1.0 Purpose

The School Officer: Marketing and Communications attracts new enrolments and raises the college profile by contributing to the development, organisation, marketing, advertising, and maintenance of college communications, events, and promotional materials. This role collaborates with the Senior Leadership Team to implement the College Marketing Plan, ensuring that the college continues to meet the goals of the College Strategic Plan.

2.0 Experience and qualifications

Essential

- tertiary qualifications at Associate Diploma/Diploma level or equivalent qualifications relevant to the position may be required or such knowledge, qualifications and experience that are deemed by the employer as necessary to successfully carry out the duties of the position
- demonstrated ability to build and maintain effective relationships, consult and negotiate with and communicate to internal and external stakeholders
- well-developed writing skills with the ability to write clearly and succinctly in a variety of communication styles
- advanced interpersonal and communication skills
- advanced level skills in the use of Microsoft suite
- demonstrated experience using the advanced functions of computer software packages to maintain information on websites and school apps
- use of discretion and judgement
- demonstrated organisational skills including the ability to prioritise and meet competing deadlines
- ability to exercise initiative and flexibility in working in a team environment with minimal supervision
- a current blue card for working with children issued by Blue Card Services, or the willingness and ability to obtain one prior to commencement
- empathy with the values and ethos of the Catholic faith

Desirable

- experience working in an educational setting
- experience in working with Adobe products such as InDesign, Photoshop and Lightroom

3.0 Key result areas

- 3.1 organise college communications, events and marketing materials
- 3.2 develop contemporary marketing campaigns in accordance with the College Marketing Plan that contribute to and promote the continued growth and sustainability of the college, and ensure the ongoing attraction of student enrolments and prospective staff to the college
- 3.3 utilise well developed administration and computer skills to support the use of applications, maintain the college website and social media presence, and provide administration support
- 3.4 collaborate and communicate with others to ensure high professional standards are met
- 3.5 contribute to and promote the development, alignment, attainment and review of the College Strategy and the strategic goals of the Diocese of Toowoomba Catholic Schools (TCS)
- 3.6 complete other duties that are directed as needs change or grow if the duties are consistent with the purpose of this position and any relevant legal and/or industrial obligations

4.0 Statement of responsibility

While at work the role holder must

- take reasonable care for his or her own health and safety
- take reasonable care that his or her acts or omissions do not adversely affect the health and safety of other persons
- comply, so far as the role holder is reasonably able, with any reasonable instruction that is given by the person conducting the business or undertaking to allow the person to comply with the Work Health and Safety Act
- cooperate with any reasonable policy or procedure of the person conducting the business or undertaking relating to health or safety at the workplace that has been notified to workers.

5.0 Statement of duties

The information detailed above is an accurate reflection of this role. Attached to this role description is a duties statement that covers a selection of activities in which the incumbent might engage. The list is neither prescriptive nor exhaustive.

Duties statement

School Officer: Marketing and Communications (Level 5)

3.1 Organise college communications, events and marketing materials

- prepare marketing content and materials, and conduct promotional and marketing activities across a range of media, in conjunction with the College Principal and leadership team
- organise college events and prepare associated collateral and materials, in collaboration with the College Leadership Team and relevant college staff members
- coordinate the publication of the college newsletter and the development, collation, and production of the annual college yearbook
- develop, maintain and build the college promotions database to include current and past staff members, parents/carers, and students; government and corporate contacts, alumni
- photograph college events and edit material for use in publications
- maintain and develop the currency and release of college's library of promotional material and maintain stocks of promotional items

3.2 Develop contemporary marketing campaigns in accordance with the College Marketing Plan that contribute to and promote the continued growth and sustainability of the college, and ensure the ongoing attraction of student enrolments and prospective staff to the college

- write and develop quality marketing materials to effectively engage prospective students and parents
- under the direction of the Senior Leadership Team, coordinate the development and maintenance of the college website and public online presence, including digital media such as Facebook, LinkedIn, Instagram and other social media channels, ensuring that content is current, relevant and correct
- through liaison with media outlets, identify newsworthy opportunities and develop news-ready content, including writing press releases and articles limited to promoting the college
- coordinate and attend community events to effectively engage current parents, alumni and prospective families
- in collaboration with the Senior Leadership Team, develop and periodically evaluate the College Marketing Plan to drive growth in enrolments

3.3 Utilise well developed administration and computer skills to support the use of applications, maintain the college website, and provide administration support

- regularly update the college social media platforms and other apps to ensure that information is current, and the college is front of mind for the college community and local community
- collaborate with the College Information Technology team, as required, for technical support
- provide administration support to other teams, as required

3.4 Collaborate and communicate with others to ensure high professional standards are met

- maintain highly functional and collaborative working relationships with colleagues by interacting effectively, contributing to discussions and seeking advice
- understand and accept the contributions of others in a multi-disciplinary and collaborative environment to provide a highly competent and seamless service
- establish and maintain effective communication networks and work collaboratively with stakeholders

3.5 Contribute to and promote the development, alignment, attainment and review of the College Strategy and the strategic goals of the Diocese of Toowoomba Catholic Schools (TCS)

- contribute as a member of the college to achieving the strategies set out in both the College Strategy and the TCS Strategic Plan
- provide information and assistance in line with the college's policies, procedures and guidelines in relation to marketing activities in the college
- assist the Senior Leadership Team in developing marketing policies and procedures by identifying future trends
- assist supervisors/line managers in identifying marketing and communication needs, including identifying service and support issues, and offering solutions and improvements
- attend professional development as appropriate

3.6 Complete other duties that are directed as needs change or grow if the duties are consistent with the purpose of this position and any relevant legal and/or industrial obligations

- complete other duties, consistent with the duties and responsibilities of the position as directed by supervisors, line manager/s or their nominated delegates