



Role Description

Title:	School Officer: Marketing and Events Officer	Location:	Toowoomba
Reports to:	Principal	Classification:	School Officer Level 5
School:	St Saviour's College	Tenure:	Fixed Term, Term Time

1. Purpose

The Marketing and Events Officer has the responsibility of supporting the College community in marketing strategies, the efficient management and coordination of events, as well as developing partnerships with new enrolments, current families and the Past Pupils network.

The role provides independent and high level marketing and event management, including engagement activities and the completion and organisation of all associated administrative functions. In addition, the role will manage the timeline of marketing and events and coordinate promotional plans and marketing material.

2. Experience and qualifications

Essential

- empathy with the values and ethos of the Catholic faith.
- relevant tertiary qualification at Associate Diploma/Diploma level or equivalent qualifications in Public Relations, Marketing, Journalism, Events Management, Advertising, Corporate Management; and/or at least 3 years' experience in a similar role.
- demonstrated ability to build and maintain effective relationships, consult and negotiate with and communicate to internal and external stakeholders.
- advanced interpersonal and communication skills.
- high level organisational and project management skills with demonstrated ability to work collaboratively, establish priorities and meet competing deadlines.
- demonstrated experience working with the Microsoft suite of products, including Office 365
- Current 'working with children check' positive notice issued by Blue Card Services, Department of Justice and Attorney-General, or a willingness to or ability to obtain.

Desirable

- experience in a similar role
- experience in events organisation
- experience in marketing, journalism and public relations

3. Key result areas

- 3.1 contribute to and promote the development, alignment attainment and review of the strategic plan goals for the Diocese of Toowoomba Catholic Schools (TCS).
- 3.2 continue to promote and develop partnerships with potential enrolments, new enrolments, current families and Past Pupils network through events and other marketing activities.

- 3.3 collaborate and communicate with key stakeholders and the members of the other directorates within TCS to ensure that high professional standards are met.
- 3.4 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. Statement of responsibility

While at work the role holder must

- take reasonable care for their own health and safety
- take reasonable care that their 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. 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: Events and Marketing Officer Level 5

3.1 Contribute to and promote the development, alignment, attainment and review of strategic goals for the Diocese of Toowoomba Catholic Schools (TCS).

- contribute as a member of the College staff to achieve the strategies set out in the Sustainable Resourcing and Stewardship Strategy and the TCS Strategic Plan
- attend leadership development as appropriate
- document and report on the progress of initiatives in the Sustainable Resourcing and Stewardship Strategy and the TCS Strategic Plan as required

3.2 Continue to promote and develop partnerships with the potential enrolments, new enrolments, current families and the Past Pupils network through events and other marketing activities.

- build positive relationships based on respect and trust and a sense of a shared purpose
- organise and attend community events to effectively engage current parents, Past Pupils and prospective families
- oversee and manage the execution of different marketing strategies for the College
- organise promotional material and post (via relevant platforms) publicity for College Past Pupil run events.
- oversee the organisation of various annual and special events, such as fundraising functions and related events
- collaborate with the Publications Officer in relation to the design and distribution of brochures, flyers, invitations and programs as required
- create and maintain links with the Past Pupils e.g. address, emails, functions and business promotions
- provide professional Event Management – including the coordination of all activities associated with it
- build relationships with Past Pupils to ensure the growth and sustainability of the College

3.3 Collaborate and communicate with key stakeholders and the members of other directorates within TCS to ensure that 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 to TCS.
- Establish and maintain effective communication networks with stakeholders.
- Work collaboratively with stakeholders.
- share information and ensure others are kept informed of issues relevant to their work
- treat people with courtesy and respect
- work closely with relevant staff to plan, manage and lead events and initiatives
- communicate appropriately with internal and external parties including school staff

3.4 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.

- duties may include the completion of project work that presents itself during the course of the operational and strategic review of the College
- any direction issued by the employer shall be consistent with the employer's responsibilities to provide a safe and healthy work environment.