

Role Description

Title:	Communications and Marketing Support Officer	Location:	Toowoomba Catholic Schools Office
Reports to:	Executive Officer	Classification:	TCSO Level 5
Directorate:	Office of the Executive Director		

1.0 Purpose

The Communications and Marketing Support Officer contributes to the overall mission of Diocese of Toowoomba Catholic Schools (TCS) by providing communications, marketing and graphic design support within Toowoomba Catholic Schools Office (TCSO). They work in collaboration with the Communications and Public Relations Officer to provide excellence in communications and marketing support across TCS.

2.0 Experience and qualifications

Essential

- empathy with the values and ethos of the Catholic faith
- qualification at certificate level or equivalent qualifications and/or demonstrated experience relevant to the position
- effective relationship building and influencing skills
- advanced interpersonal and communication skills
- advanced level skills in the use of Microsoft, CANVA and Adobe suite of products
- demonstrated experience using the advanced functions of computer software packages to create and modify images, video and online materials
- demonstrated organisational skills including the ability to prioritise and meet competing deadlines

Desirable

- experience working in an educational setting
- minimum of 5 years' experience in a similar role

3.0 Key result areas

- 3.1 design communication and marketing collateral
- 3.2 utilise well-developed administration and computer skills to contribute to the content of websites, social media and other collateral
- 3.3 collaborate and communicate with others to ensure high professional standards are met
- 3.4 contribute to and promote the development, alignment, attainment, and review of strategic goals for the Diocese of Toowoomba Catholic Schools (TCS)

3.5 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

3.1 Design communication and marketing collateral

- design and layout communication and marketing collateral for print and online use, under the direction of the Communications and Public Relations Officer, Executive Officer and other members of Toowoomba Catholic Schools
- apply brand and style guides in the drafting of communication and marketing materials
- edit communication and marketing materials based on feedback

3.2 Utilise well-developed administration and computer skills to contribute to the content of websites, social media and other communication and marketing collateral

- regularly update social media platforms to ensure that information is current, Toowoomba Catholic Schools is front of mind for prospective staff and families and to continue to build the connection with current families and staff under the direction of the Communications and Public Relations Officer, Executive Officer and other members of Toowoomba Catholic Schools
- design and edit communications and marketing collateral including photographs, video and audio using software applications such as CANVA, Adobe and other relevant design packages for use in events, campaigns and communication under the direction of the Communications and Public Relations Officer, Executive Officer and other members of Toowoomba Catholic Schools

3.3 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 and feedback
- understand and accept the contributions of others in a multi-disciplinary and collaborative environment to provide a highly competent and seamless service

3.4 Contribute to and promote the development, alignment, attainment and review of the strategic goals of Toowoomba Catholic Schools (TCS)

- contribute as a member of Toowoomba Catholic Schools to achieving the priorities set out in the TCS Strategic Plan
- provide information and assistance in line with Toowoomba Catholic Schools' policies, procedures and guidelines in relation to marketing and communication activities
- assist the Communications and Public Relations Officer and Executive Officer in developing marketing and communications policies and procedures
- assist supervisors/line managers to identify marketing and communication needs, including identifying issues and opportunities, and offering solutions and improvements
- attend professional development as appropriate

3.5 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.