

Role Description



**Diocese of Toowoomba
Catholic Schools**

Position details

Title	Communications and Marketing Support Officer
Classification	TCSO Level 5
Agreement	Toowoomba Catholic Schools Office Enterprise Agreement 2024 – 2027
Reports to	Executive Officer

About Toowoomba Catholic Schools

Toowoomba Catholic Schools is a progressive and distinctive community of 32 schools and central office spread across Toowoomba, the Darling Downs and South-West Queensland. Our values of dignity, potential and life support a culture of high standards, hard work and life-giving relationships. Staff experience a strong sense of belonging, of being valued and being successful at what they do. It is through this commitment to uphold the dignity of all, nurture potential and enable full and flourishing lives, that we are distinctively Catholic communities.

About the role

The Communications and Marketing Support Officer works under limited supervision and within the parameters of the role contributes to the overall mission of the Diocese of Toowoomba Catholic Schools (TCS) by providing communications, marketing and graphic design expertise within Toowoomba Catholic Schools Office (TCSO) that aligns with strategic objectives. They work in collaboration with the Communications and Public Relations Officer to provide excellence in communications and marketing support across TCS.

Role responsibilities

Fulfil the accountabilities of the role in accordance with TCS's purpose and objectives, as outlined below.

1. Work in collaboration with key stakeholder to develop, design and implement contemporary marketing strategies and collateral based on up-to-date knowledge of contemporary communication and marketing trends and tools, ensuring alignment with TCS strategic objectives, policies and procedures.
2. Use graphic design software to develop and design communication and marketing collateral.
3. Use a wide range of digital, social and other media to promote TCS events and maintain an online presence.
4. Provide professional advice that contributes to and promotes the development, alignment and attainment of TCS strategic goals.
5. Collaborate, communicate and build relationships with others to ensure high professional standards are met and that communication and marketing activities align with TCS targets and objectives.
6. Analyse and report on the impact of marketing and communication activities to identify opportunities and make recommendations for improvement.
7. Complete other duties as directed that are consistent with the purpose of this position and any relevant legal and/or industrial obligations.



About you

To achieve in this role, you will be required to demonstrate the following.

Eligibility criteria

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

Key success criteria

1. Demonstrated empathy and understanding of the values and ethos of the Catholic faith.
2. Proven experience in developing and implementing effective marketing and communication strategies.
3. Demonstrated high-level ability to design and layout communications and marketing collateral across media types applying required brand and style.
4. Proven high level skill in the use of contemporary software design packages to create and edit event, campaign and general communications and marketing collateral.
5. Evidenced experience in interpreting marketing data and analytics and providing advice based on knowledge of a wide range of current marketing trends.
6. Evidenced ability to collaborate and communicate effectively with multi-disciplinary teams, in person and remotely, to provide specific advice and support in the design of communications and marketing collateral.

Responsibilities of all TCS staff

1. Support the values and Catholic ethos of the school.
2. Maintain personable and cooperative working relationships with colleagues and relevant stakeholders.
3. Engage in appropriate professional development opportunities to upskill knowledge and understanding related to the role.
4. Uphold the TCS Code of Conduct and all work health and safety requirements in accordance with policies and procedures.
5. Complete other duties that are directed by your employer as needs change or grow. All requested duties will be consistent with the purpose and classification of this position and any relevant legal and/or industrial obligations.

Appendix 1 – Classification factors

This role (Communications and Marketing Support Officer) has been assessed according to the classification criteria outlined in Schedule 2 of the *Toowoomba Catholic Schools Office Enterprise Agreement (2024-2027)*. Below are the characteristics, typical responsibilities and skills commonly associated with this role.

Knowledge application

- expertise within an area or discipline using theoretical knowledge or relevant practical experience
- a substantial knowledge and understanding of related principles, techniques and practices
- well-developed understanding of relevant statutory, regulatory and policy frameworks applied to a variety of interrelated activities and solutions to a range of problems

Accountability

- accountable for developing plans and objectives for short term tasks
- responsible for coordinating competing requests and demands, setting priorities and managing the workflow for immediate work area
- responsible for providing professional and policy advice within an area of specialisation or providing technical expertise that contributes to work area outcomes
- accountable for maintaining appropriate risk management programs

Scope and complexity

- work is complex and involves various activities involving different, unrelated, but established processes/methods
- circumstances or data must be analysed to identify interrelationships
- what needs to be done depends on analysis of the issues and the selection of an appropriate course of action from a number of options and requires sound judgement

Guidance

- works under limited supervision to progress a series of activities within recognised guidelines
- there is a clear statement of overall objectives and in consultation with supervisor decides on tasks and activities to be undertaken and required deadlines
- work follows well defined and detailed policies, technical or professional guidelines and accepted practice to achieve specific outcomes. there is some discretion to vary or tailor these
- some judgement is required to resolve workplace issues with supervision provided for complex or difficult issues

Decision making

- decisions concern a variety of matters, affect own work area and may affect another area
- decisions require evaluative judgement and may involve tailoring work methods, interpreting and adapting existing procedures and practices to achieve results
- information and advice are provided, possibly suggesting a course of action, which is taken into consideration by other decision makers
- the position may have significant impact in regard to work area objectives and activities and may impact on other work areas in the short term to medium term

Problem solving

- work predominately involves a wider variety of still similar, well-defined tasks which may require researching and organising information and choosing from a limited range of solutions
- creativity and innovation are essential to the position and need to be regularly exercised within general guidelines
- unfamiliar issues and situations require personal action for example, in developing new or improved work methods or tackling situations in new ways

Contacts and relationships

- communicate with and provide information and advice to a range of stakeholders/others
- liaise with stakeholders/others and assist to resolve moderately complex issues
- provide quality advice to stakeholders/others and deliver a responsive service within area of expertise
- represent the work area at internal and external meetings and conferences

Negotiation and cooperation

- contact with stakeholders/others is in terms of comprehensive advice, support and resolution of issues
- a level of tact, discretion or persuasion is necessary

Management responsibility and resource accountability

- little or no supervisory responsibility
- may assist with work familiarisation, initial training and support to new or less experienced colleagues
- prepares routine financial and resource information
- uses equipment with reference to established procedures and practices