Position Information Document

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| **POSITION TITLE** | **Marketing and Communications Officer** |
| **ESO GRADE** | Grade 5 |
| **ESO STREAM** | Other Professionals |
| **EMPLOYMENT TYPE** | Permanent |
| **HOURS PER WEEK** | 25 hours |
| **WEEKS PER YEAR** | 40 Weeks |

**Background**

The Marketing and Communications Coordinator is responsible to the Principal, for coordinating the function and operations of St Martin’s Catholic Primary School, Greenacres marketing and communications strategy and activities.

**Key Working Relationships**

· Principal (or delegate)

· Staff

· Parents and external stakeholders

· Catholic Education SA Marketing and Communications staff

**Broad Purpose**

To plan and coordinate school communication and marketing strategies.

# DUTY STATEMENT

**Communications and Marketing**

* Develop and implement a marketing, communications and advertising strategy to retain and attract student enrolments and promote the school’s activities to the school community and more broadly.
* Coordinate the school’s social media accounts, websites and promotional materials, ensuring communications are presented to a high standard and on brand. This will include reviewing and improving website and online community engagement.
* Assist in the development and updating of school flyers and Prospectus etc.
* Administer the school’s marketing plan and assist with organising marketing events and activities.

**Communications Strategy**

* Create a communications strategy to effectively engage with the school community, including website, newsletters, and social media presence.
* Liaise with staff and families to prepare content for newsletters and online forums.
* Support the wider Catholic Education SA Communications Strategy.
* Liaise with Catholic Education SA Communications Team and attend team events to represent the school, where appropriate.

**General**

* Attend and participate in meetings and school activities, as required.
* Prepare and present professional reports when requested.
* Positively participate in required training and professional reviews, as applicable.
* Other duties as required by the Principal (or delegate).

# person specificationS

* Relevant tertiary qualifications (Marketing or Communications) and/or demonstrated experience in a comparable role. Experience working in the Education sector is desirable.
* An understanding of contemporary marketing and communications theory and practice.
* Creative ability in writing newsletters and other professional marketing materials to deliver creative in-house communications materials.
* Understanding of the education sector and a multi-stakeholder environment.
* Advanced ICT skills including Microsoft Office and desktop publishing skills specifically Adobe Creative Suite applications, such as InDesign.
* Experience in digital platforms, social media and website maintenance using Content Management Systems for the update of websites, or ability and willingness to quickly learn.
* Excellent interpersonal and communication (written and verbal) including comprehensive report-writing, editing and proof-reading ability.
* Ability to evaluate information and use for forcasting, planning or research purposes to inform leadership with marketing and communications decisions.
* Ability to apply a high level of initiative, proficiency, accuracy and competency. To analyse, diagnose, design and implement solutions within area of responsibility.
* Excellent organisational and time management skills.
* Ability to work autonomously, with limited direction, taking responsibility for own outcomes, as well as positively contribute within a team environment to achieve best outcomes.
* Able to maintain a high degree of discretion and confidentiality.

# specific requirements

* Applicable First Aid Certificate relevant to the role requirements
* Current and acceptable Working with Children Clearance and screening to work in Catholic Education SA
* Current valid Responding to Risks of Harm, Abuse and Neglect – Education and Care certificate
* CESA Staff do not need to be vaccinated against COVID-19 as a condition of employment, with the exception of CESA Staff working in High-Risk Settings. CESA Staff are however strongly encouraged to have and maintain an Up-To-Date Vaccination Status in accordance with the ATAGI statement. The vaccination requirement for CESA Staff working in High-Risk Settings is a condition of employment or engagement unless an exemption is approved in accordance with the CESA COVID-19 Vaccination Policy.

# WORK health & safetY

This role is deemed to be a Worker under the South Australian Work Health and Safety (WHS) Act 2012.

As a Worker, while at work you must:

* take reasonable care for your own health and safety
* take reasonable care that your actions or omissions do not adversely affect the health and safety of other persons
* comply, in so far as you are reasonably able to, with any reasonable instruction given by the employer
* cooperate with any reasonable policy or procedure of the employer that is related to health and safety at the workplace that has been notified to workers

Reference: Division 4, Section 28 – SA WHS Act 2012

This position information document indicates the general nature and level of work performed by the incumbent and is not a comprehensive listing of all responsibilities, tasks and outcomes.