

## Position Information Document EDUCATION SUPPORT OFFICER (ESO)

### MARKETING ASSISTANT

**Name:**

**Commencement:** ASAP

**Position Title:** Marketing Assistant

**Grade:** ESO Grade 3

**Stream:** Other Professionals

**Employment Type:** Permanent

**Fraction Time:** 0.92 FTE. Working 37.5 hours per week, for 44 of 48 working weeks per year. Commencing the school year in Week 00 of Term 1 and concluding at the end of Week 9 of Term 4. Plus working two weeks during the Term breaks as negotiated with your line manager.

**Reports to:** Leader of Community Engagement  
*All positions ultimately report to the Principal*

**Employment conditions are in accordance with the Catholic Schools Enterprise Agreement 2020.**

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#### 1. BROAD PURPOSE

Gleeson College is a faith-filled community providing its members with the opportunity to discover, develop and use their God-given talents and abilities in the service of others.

Staff at Gleeson College are required to demonstrate a commitment to the belief that all students can be thriving people, capable learners, leaders for the world God desires, providing educational support to ensure that students develop the knowledge, skills and attributes they need to thrive in a rapidly changing and complex world.

The focus of this position is to assist the Community Engagement Team to maintain College social media channels and other administrative tasks to enhance community engagement, and consequently enrolments, in line with the traditions and values of Gleeson College.

#### 2. SPECIAL CONDITIONS

Additional time worked (overtime) is to be pre-arranged and approved by the Business Manager in accordance with College Policy. Some out of hours work may be required. Use of your own personal mobile device may be required.

### 3. KEY WORKING RELATIONSHIPS

- College Leadership Team
- College Staff
- Students
- Registrar
- Parents and Families
- ONE+ Campus staff
- College Visitors
- Marketing and Community Engagement Officer

### 4. KEY RESPONSIBILITIES

#### Community Engagement Team

- Work collaboratively with the Community Engagement Team to identify opportunities for students to contribute to the public image of the College via the promotion of their work;
- Maintain and nurture positive relationships between Gleeson College and our local and wider community, including our Partner Primary Schools and other Catholic schools
- Assist with the promotion of our College at events such as open evenings, transition days, etc

#### College Media

- Create simple graphic content (e.g. via Canva) for promotion on social media channels
- Create and implement social media scheduling and planning
- Engage with the community on Gleeson College's channels and public channels as directed, answering simple queries and comments
- Assist with administration of College social media platforms, including content development and creation and engagement (reacting and responding to comments). Including, but not limited to, Facebook, Instagram, LinkedIn and YouTube
- Update and refresh content on College website
- Add content into The Globe and Old Scholars Globe newsletters
- Maintain the Media Tracking document
- Photograph/video classroom and event activities as required and/or directed by line manager;
- Attend and provide assistance at incursions and excursions as required and/or directed by line manager
- Label and collate all College photography and videos for archival and promotional purposes;
- Liaise, consult and assist with community engagement opportunities for students, classes and families, including organisation and promotion. Liaising with external suppliers to procure corporate merchandise
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#### General

- Adhere to the College Style Guide in all media and College documentation;
- Administrative support for the Community Engagement Team, including Registrar
- Relief coverage of the Front Office or Student Services as required.
- Perform any other duties as required from time to time by the Business Manager or Principal

### 5. PROFESSIONAL RESPONSIBILITIES

- Understand and implement Gleeson College behavioural management strategies and policies.
- Operate in accordance with the Charter for Staff in Catholic Schools South Australia.
- Support and represent the ethos of our Catholic College as outlined in the Gleeson 10 and Gleeson Staff 5.
- Understand the employer's requirements and act in accordance with South Australian Commission for Catholic Schools (SACCS) and the College's policies, guidelines and procedures.
- Able to establish positive relationships with staff, students, parents and visitors.
- High professional standards and the ability to present an appropriate image of the College supporting the dress/uniform requirements.

- Attend all meetings and events as requested by the Business Manager, Leader of Community Engagement and Principal.
- Able to communicate effectively with people from a range of backgrounds.
- Able to act calmly in the face of adversity or emergency.
- Able to work autonomously and as part of a team.
- Flexible and able to manage competing deadlines and tasks, in a timely manner.
- High attention to detail.
- Able to maintain confidential information and act with discretion and decorum.
- Demonstrate high professional standards and present an appropriate image of Gleeson College in line with the Gleeson College Dress Policy.
- Promote and speak well of Gleeson College and its staff at all times, addressing any personal concerns with line managers or Principal as required.
- Undertake other duties pertinent to the scope of the position, as required by the Principal.

## 6. WORK HEALTH AND 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 27 and 28 WHS Act 2012.

## 7. SPECIFIC REQUIREMENTS

### Essential skills and attributes:

- Currently working towards (or completed) a qualification in marketing, public relations, communications or a related field;
- High level of written and oral communication skills, with a confident and professional manner;
- Expert level proof-reading and copy writing skills, with high attention to detail;
- Familiarity with web-based communication and promotional tools such as Canva;
- Ability to use Adobe Creative Suite, including Photoshop and InDesign at a minimum
- High level time management skills with proven ability to manage and adhere to schedules;
- Understand and adhere to the Privacy Act;
- Perform responsibilities in a manner which reflects and responds to continuous improvement.

### Desirable skills and attributes:

- Experience with social media accounts across various platforms
- Experience working in a community engagement role, or community-focused business
- Experience in simple video editing (eg for social media)

### Acquire and maintain:

- Clearance to work in Catholic Education and Current DCSI/Working with Children Check/Catholic Police Check.
- Responding to Risks of Harm Abuse and Neglect – Education and Care (RRHAN-EC) mandatory training.
- HLTAID012 First Aid Training (Provide an emergency first aid response in an education and care setting).
- 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.

- Advanced Skills in Microsoft Office Suite
- Working knowledge of CIVICA, EDVAL and SEQTA

**8. PERFORMANCE REVIEW**

The employee must undertake a performance review on an annual basis or at another mutually agreed time; consultation will occur between the employer and the employee to ensure that the PID is accurate.

**SIGNED**

**Principal or Delegate:**  ..... **Date:** 06/09/2024

**Employee:** ..... **Date:** / /