

### POSITION DETAILS

<b>Title of Position:</b>	Marketing & Communications Officer
<b>Reports to:</b>	Communications Lead – Brand and Marketing
<b>Section:</b>	Governance, Quality and Assurance
<b>Team:</b>	Marketing and Communications
<b>Number of Direct Reports:</b>	Nil
<b>Classification:</b>	Level D

### BROAD PURPOSE

Catholic Education South Australia (CESA) has embarked on a significant period of innovation and change to respond to opportunities emanating from the South Australia Commission for Catholic Schools (SACCS) strategy, Towards 2027: Expanding Horizons and Deepening Practices.

Catholic schools and the Catholic Education Office (CEO) work in partnership with families, children, and young people to give life to the Living, Learning, Leading Framework and to successfully position CESA as the leading education system and an employer of choice.

### POSITION OVERVIEW

Under the broad oversight of the Communications Lead – Brand & Marketing, this role is responsible for providing communications and marketing support to Catholic schools. The Marketing & Communications Officer will be assigned to work in various schools to assist those schools to create and implement communications and marketing strategy.

When in schools, the Marketing & Communications Officer will work under the supervision of the Principal (or delegate) and carry out a range of general marketing duties to assist leadership to develop and deliver an effective marketing strategy to retain and attract new enrolments.

### SIGNIFICANT WORKING RELATIONSHIPS

- Communications Lead – Brand and Marketing
- Communications and Public Relations Manager
- CESA Marketing and Communications team
- Principal / Deputy Principal at school sites
- Members of the school community including teaching staff
- External service providers

### KEY RESPONSIBILITIES

The Marketing & Communications Officer will be assigned to work in various Catholic Schools to assist them with implementation of a communications and marketing strategy. Tasks at each school include:

- Work with the Communications and Marketing team and Principal to develop an effective communications and marketing strategy (and associated budget) tailored to the specific needs of the school and their local community.
- With guidance from the Communications Lead – Brand and Marketing, monitor expenditure and outcomes and review tactics as required.
- Implement the strategy and undertake tasks which may include, but are not limited to:
  - Carry out a wide range of general marketing duties to support the needs of the school.
  - Administer the school's social media account/s and website to enhance the school's profile and community engagement.
  - Liaise with external providers in the provision of professional marketing and promotional materials.
  - Assist with the organising of marketing events and activities as required.

- Support CESA's system-wide marketing strategies and activities
- Attend required meetings and prepare basic reports regarding marketing initiatives and outcomes as required.
- Provide general support for the roll out of other communications activities.
- Actively participate in performance reviews and applicable training as required.
- Undertake other duties, as required by the Communications Lead – Brand and Marketing or Principal (or delegate).

## **SELECTION CRITERIA**

### **QUALIFICATIONS:**

- a tertiary qualification in public relations, journalism, marketing or related field

## **KNOWLEDGE, SKILLS & EXPERIENCE**

### **Essential**

- Previous experience in a marketing and communications role.
- An understanding of marketing principles including brand management and marketing strategy.
- Strong writing skills, including the ability to prepare and edit content for a variety of platforms and audiences.
- Proficiency in Microsoft packages including desktop publishing and basic graphic design skills.
- Experience managing online content, planning and implementing social media strategies.
- High attention to detail, accuracy and ability to proofread.
- High level written and verbal communication skills and ability to work collaboratively and flexibly with, and support and assist others.
- Able to take direction and act on it as well as be self-directed and utilise some discretion and judgement, as required.
- Good time management and organisational skills and ability to effectively prioritise tasks.
- Demonstrated ability to maintain confidentiality at all times.

## **OTHER CONDITIONS**

- Support CESA's Values:
  - *Openness to God's Spirit at work in our midst and living in Catholic faith.*
  - *Respect for the dignity of each person*
  - *Commitment to processes of learning that are formative, challenging, engaging, life-long and life-wide.*
  - *Inclusivity of those at the edges*
  - *Sensitivity, justice, and compassion*
- Participate in good character screening processes.
- Hold a current acceptable Working with Children Check (WWCC) clearance & SAVA Catholic Clearance.
- Always act in accordance with the CESA Code of Conduct and the Charter for Staff in Catholic Schools in South Australia.
- Comply with the Work Health & Safety management system and, as a worker, while at work, take reasonable care for their own health and safety.
  - Take reasonable care that their actions or omissions do not adversely affect the health and safety of other persons.
  - Comply, in so far as they are reasonably able, with any reasonable instruction given by the employer.
  - Co-operate 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.
- Hold current certification in Responding to Risks of Harm, Abuse and Neglect in Education and Care Settings.

Additional requirements for this role include:

- a current driver's licence.

**NOTE:** Copies of the above listed qualifications/licences/certificates are required as evidence on appointment.