



Position Information Document

POSITION TITLE	Marketing and Communications Officer
ESO GRADE	Grade 4
ESO STREAM	Other Professionals
EMPLOYMENT TYPE	
HOURS PER WEEK	7.5
WEEKS PER YEAR	42

Background

The Marketing and Communications Officer is responsible to the Principal, for coordinating the function and operations of Our Lady of Grace School 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 execute school communication and marketing strategies.

The Marketing and Communications Officer works collaboratively with the School Leadership and Operations team co-ordinating, implementing & supporting a common vision for marketing at OLOG. They will create and update content for all platforms, digital, web and print and maintain consistency in the application of OLOG's style guidelines and presence in the marketplace.



DUTY STATEMENT

Communications and Marketing

- In consultation with the Principal (or delegate), 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.
- With direction from the Principal (or delegate) 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.
- Source and evaluate data to track, review and plan for effective online marketing content.
- Assist in the development and maintenance of school internal and external content eg flyers, Prospectus, internal templates on brand etc.
- Curate & build a photographic library for use in school marketing.
- Administer the school's marketing plan and assist with organising marketing events and activities.
- Ensure brand consistency across all internal and external communications by embedding and maintaining an OLOG style guide

Communications Strategy

- Under the direction of leadership, 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 forecasting, 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



SPECIFIC REQUIREMENTS

- 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.