



Position Information Document

Position Title

Marketing & Communications Officer

Reports to

Principal

Remuneration

Permanent
ESO Grade 4 – Administration stream
Employment conditions in accordance with the South Australian Catholic Schools Enterprise Agreement 2020 (as amended or replaced)

Hours of Work

27.5 hours per week
Monday to Friday 10.00am to 4.00pm
41 weeks

BROAD PURPOSE

Under moderate direction, the Marketing and Communications Officer is responsible to the Principal for coordinating the marketing activities of Holy Family Catholic School. The Marketing and Communications Officer works collaboratively with the School Leadership team co-ordinating, implementing and supporting a common vision for marketing at Holy Family Catholic School. They will create and update content for all platforms, digital, web and print and maintain consistency in the application of Holy Family Catholic School's style guidelines and presence in the marketplace.

The Marketing and Communications Officer is required to support and contribute to the Catholic Identity, Mission and Vision of Holy Family Catholic School. The non-teaching staff fulfil a vital role in supporting the successful operations of the School. At Holy Family Catholic School ESO staff are expected to participate fully in the life of the School and to support activities, events, and functions. They may be required to assist with allocated tasks at major school events such as sports days, masses and other activities. Non-teaching staff shall attend staff meetings and other meetings as required. They are to be cognisant of the guiding principles of the CESA (Catholic Education SA) Live, Learn, and Lead (LLL)

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Framework which outlines key capabilities, knowledge, and dispositions that enable young people to contribute to society and enjoy meaningful and spiritually enriched lives.

REPORTING RELATIONSHIP

(to whom the employee reports, staff for whom the employee is responsible and other connections and working relationships in and outside the school)

- Principal

Working Relationships

- School Leadership
- Teachers and ESOs
- CESA Communications team
- Students and their families
- Relevant outside organisations, professionals from time to time

KEY RESPONSIBILITIES

Duties include:

- In consultation with and under the direction of, the Principal (or delegate), prepare and implement a marketing, communications and advertising strategy to retain and attract student enrolments and promote the school's activities to the community and more broadly.
- With direction from the Principal (or delegate) administer the school's website and social media accounts, and promotional materials, ensuring communications are presented to a high standard and on brand.
- Assist in the development and updating of promotional materials such as the Prospectus, fliers etc.
- Administer the school's marketing plan and assist with organising marketing events and activities.
- Under the direction of leadership, create a communications strategy to effectively engage with the school community, including maintaining a website, newsletter, 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.
- Prepare and present professional reports when requested.
- Positively participate in school activities, events, required training and professional reviews.
- Duties as specified by the WHS Coordinator for Emergency Evacuation and Lock in

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procedures.

- Any other duties as directed by the Principal or his delegate within the scope of the role and duties as a staff member.

In the future, it may be necessary for the Principal to re-allocate the duties of Education Support Officers in the School, in which case you may be required to perform other duties than those specified in this Position Information Document

PROFESSIONAL RESPONSIBILITIES

- Have a commitment to uphold and contribute to the ethos of Catholic schools.
- A commitment to uphold and contribute to the charism of Holy Family Catholic School.
- Always promote and speak well of Holy Family Catholic School and its staff addressing any personal concerns with the Principal as required.
- Understand the employer's requirements and act in accordance with South Australian Commission for Catholic Schools (SACCS) and the School's policies, guidelines, and procedures.
- Perform responsibilities in a manner which reflects and responds to continuous improvement.
- Demonstrate high professional standards and present an appropriate image in line with the School's Staff Dress Code.

PROFESSIONAL SPECIFICATIONS

- Commit to upholding and actively contributing to the Catholic ethos of the school.
- An understanding of contemporary marketing and communications theory and practice.
- Technical competency to writing copy and other professional marketing materials and deliver creative in-house communications materials.
- Understanding of the education sector and a multi-stakeholder environment.
- Advanced ICT skills including:
 - Microsoft Office
 - Adobe Creative Suite applications such as InDesign, Photoshop & Illustrator
 - Apple Suite of Applications such as iMovie & Final Cut Pro
 - Canva
- Experience in digital platforms, social media and website maintenance using Content Management Systems for the update of websites.
- Highly developed interpersonal, written and verbal communication skills including comprehensive report-writing, editing and proof-reading.
- Ability to evaluate information and use for forecasting, planning or research purposes to inform leadership with marketing and communications decisions.

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- Ability to apply a high level of initiative, proficiency, accuracy and competency. To analyse, diagnose, design and implement solutions within area of responsibility.
- Excellent time management and organisational skills and ability to effectively prioritise tasks and meet timelines to deliver required outcomes.
- 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 appropriate discretion and confidentiality.

CHILD PROTECTION AWARENESS

Holy Family Catholic School assures the right of every member to a safe environment and the responsibility of every person to promote safe practices. Holy Family Catholic School is committed to Child Protection and protective practices. This includes responsibility of the School's employees for Child Protection.

Child-Safe Environments Responding to Risks of Harm, Abuse and Neglect: Education and Care (RRHAN-EC) training is now a compulsory certificate for all staff working in a school environment and all staff need to attend 3 yearly updates.

WORKPLACE 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 27 and 28 WHS Act 2012

SPECIFIC REQUIREMENTS

- University qualification in Marketing or Communications and in first marketing role post graduation and/or demonstrated experience in a comparable role. Experience working in the Education sector is desirable.
- Approved Responding to Risks of Harm Abuse and Neglect – Education and Care (RRHAN-EC) certificate.

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- Current Provide First Aid in an Education and Care Setting (HLTAID012) certificate
- Current acceptable Department of Human Services (DHS) Working With Children Check (WWCC)
- Salt learning modules (or equivalent), as issued by Catholic Education SA
- Annual sign off is required for:
 - CESA Code of Conduct
 - CESA Privacy Statement
 - CESA ICT Acceptable Use Guidelines
 - Protective Practices for Staff in their interactions with children and young people.

The Position Information Document is a guide only and is not intended to be an exhaustive or exclusive list of the duties attached to this position. The Position Information Document is subject to review and modifications by the Principal, in response to the strategic direction of the School, and the development of the skills and knowledge of the position.

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