



## Role Description

**Title:** School Officer: Marketing and Communications

**Reports to:** Principal

**Classification:** School Officer Level 5

### 1. Purpose

The Marketing Officer has the responsibility of supporting the College Leadership Team in developing marketing strategies, the efficient management and coordination of marketing and alumni events, as well as developing partnerships with new enrolments, current families and the Past Pupils network.

The role provides independent and high level marketing coordination, including engagement activities and the completion and organisation of all associated administrative functions. In addition, the role will manage the timeline of marketing and coordinate promotional plans and marketing material.

### 2. Experience and qualifications

#### Essential

- empathy with the values and ethos of the Catholic faith.
- relevant tertiary qualification at Associate Diploma/Diploma level or equivalent qualifications in Public Relations, Marketing, Journalism, Graphic Design, Advertising, Corporate Management; and/or at least 3 years' experience in a similar role.
- demonstrated ability to build and maintain effective relationships, consult and negotiate with and communicate to internal and external stakeholders.
- advanced interpersonal and communication skills.
- high level organisational and project management skills with demonstrated ability to work collaboratively, establish priorities and meet competing deadlines.
- demonstrated experience working with the Microsoft suite of products, including Office 365.
- Current 'working with children check' positive notice issued by Blue Card Services, Department of Justice and Attorney-General, or a willingness to or ability to obtain.

#### Desirable

- experience in a similar role
- experience in events organisation
- experience in graphic design
- experience in marketing, journalism and public relations

### 3. Key result areas

3.1 Contribute to and promote the development, alignment, attainment and review of strategic goals for the Diocese of Toowoomba Catholic Schools (TCS).

- 3.2 Under general supervision, continue to promote and develop partnerships with potential enrolments, new enrolments, current families and the Past Pupils network through campaigns, events and other marketing activities.
- 3.3 Collaborate with Senior Leadership on the rejuvenation of College identity through the creation of a consistent and distinctive brand and online presence.
- 3.4 Collaborate and communicate with key stakeholders and the members of other services within TCS to ensure that high professional standards are met.
- 3.5 Complete other duties that are directed as needs change or grow if the duties are consistent with the purpose of this position and any relevant legal and/or industrial obligations.

#### 4. Statement of responsibility

While at work the role holder must

- take reasonable care for their own health and safety
- take reasonable care that their acts or omissions do not adversely affect the health and safety of other persons
- comply, so far as the role holder is reasonably able, with any reasonable instruction that is given by the person conducting the business or undertaking to allow the person to comply with the Work Health and Safety Act
- cooperate with any reasonable policy or procedure of the person conducting the business or undertaking relating to health or safety at the workplace that has been notified to workers.

#### 5. Statement of duties

The information detailed above is an accurate reflection of this role. Attached to this role description is a duties statement that covers a selection of activities in which the incumbent might engage. The list is neither prescriptive nor exhaustive.

# Duties statement

## School Officer: Marketing and Communications Level 5

### **3.1 Contribute to and promote the development, alignment, attainment and review of strategic goals for the Diocese of Toowoomba Catholic Schools (TCS).**

- contribute as a member of the College staff to achieve the strategies set out in the Sustainable Resourcing and Stewardship Strategy and the TCS Strategic Plan
- attend leadership development as appropriate
- document and report on the progress of initiatives in the Sustainable Resourcing and Stewardship Strategy and the TCS Strategic Plan as required

### **3.2 Under general supervision, continue to promote and develop partnerships with potential enrolments, new enrolments, current families and the Past Pupils network through campaigns, events and other marketing activities.**

- build positive relationships based on respect, trust and a sense of a shared purpose
- organise and attend community events to effectively engage current parents, Past Pupils and prospective families
- assist in the development and implementation of different marketing strategies for the College
- organise promotional material and post (via relevant platforms) publicly for College Past Pupil run events
- assist with the organisation of various annual and special events, such as fundraising functions
- design and distribute brochures, flyers, invitations and programs as required
- create and maintain links with the Past Pupils e.g. address, emails, functions and business promotions
- build relationships with Past Pupils to ensure the growth and sustainability of the College

### **3.3 Collaborate with Senior Leadership on the rejuvenation of College identity through the creation of a consistent and distinctive brand and online presence.**

- assist Senior Leadership in the development of marketing strategies and content management plans.
- use google and meta analytics to assist in the strategic design, creation, and enhancement of effective social media presence
- management of all external communication branding including Trybooking, Events communications, exclaimer software, Schoolzine
- use of Funnel to track and engage enrolment leads from first engagement through to enrolment
- work with other members of the marketing team and Senior Leadership to draft publications and advertising material including fortnightly newsletters, annual magazine, calendar and diary, and other publications as required
- distribute approved publications and advertising material through appropriate channels in a timely manner
- maintain and continually develop the College Website, ensuring content is current, relevant and factual.

### **3.4 Collaborate and communicate with key stakeholders and the members of other services within TCS to ensure that high professional standards are met.**

- maintain highly functional and collaborative working relationships with colleagues by interacting effectively, contributing to discussions and seeking advice.
- understand and accept the contributions of others in a multi-disciplinary and collaborative environment to provide a highly competent and seamless service to TCS.

- establish and maintain effective communication networks with stakeholders.
- work collaboratively with stakeholders.
- share information and ensure others are kept informed of issues relevant to their work
- treat people with courtesy and respect
- work closely with relevant staff to plan, manage and lead events and initiatives
- communicate appropriately with internal and external parties including school staff

**3.5 Complete other duties that are directed as needs change or grow if the duties are consistent with the purpose of this position and any relevant legal and/or industrial obligations.**

- duties may include the completion of project work that presents itself during the course of the operational and strategic review of the College
- any direction issued by the employer shall be consistent with the employer's responsibilities to provide a safe and healthy work environment.