



**MARIAN
COLLEGE**

Marketing and Communications Officer

POSITION:	Marketing and Communications Officer
REPORTS TO:	Marketing and Communications Manager and Principal
ROLE TENURE:	Fixed Term (with the possibility of ongoing)
FTE:	0.6
	Catholic Education Multi-Employer Agreement 2022
CONDITIONS:	Category C Education Support(4 weeks during the Summer holidays, 1 week of each term break)

OVERVIEW

All staff members of Marian College are expected to actively support Catholic education in the Brigidine tradition, as articulated in the College's vision and mission statements. Staff are required to embody the values of [Kildare Ministries](#) in their professional conduct and in the relationships they foster within the College community. Each staff member's role is designed to contribute to the best possible educational outcomes for all students, enhance the community's strengths and ensure careful stewardship of the College's resources.

ROLE DESCRIPTION

The Marketing and Communications Officer plays a key role in promoting the Marian College brand to the wider community. The position is responsible for maintaining and growing the College's social media presence, overseeing the development of key publications and print materials, and working collaboratively with the Marketing & Communications Manager and the Principal to strengthen the College's media profile. The role also supports the planning, coordination and delivery of significant College events that reflect our values and foster strong community connection.

CHILD SAFETY

All staff members must be familiar with and comply with the Marian College child-safe policy, code of conduct, and any other related policies or procedures. Demonstrating a duty of care to students in relation to their spiritual, physical, and mental wellbeing is paramount. Staff are expected to implement strategies that promote a healthy and positive learning environment, understand child safety standards and obligations, including mandatory reporting, and exhibit appropriate behaviors when engaging with children. Any concerns relating to child safety must be reported immediately. Any violations of school policies or codes of conduct will result in appropriate actions by the College.

RESPONSIBILITIES:

Social Media & Communications

- Manage social media platforms to ensure content is timely, current, aligned with College values and promotes the College positively.
- Identify gaps in social media presence and recommend new opportunities to the Principal and Marketing & Development Team.
- Develop and implement a twelve-month social media content plan in consultation with the Principal.
- Measure performance and prepare regular reports for the Communications & Marketing Manager and Executive Team, highlighting engagement and successful content.
- Implement the Marketing and Communications Plan in line with the overall Brand Strategy.

- Write, edit, proofread and update content for social media, the College website, publications and marketing materials.
- Create and deliver internal and external communications to stakeholders.
- Maintain and update website content to ensure accuracy, relevance and strong visual presentation.
- Liaise with staff across the College to ensure consistency in branding and messaging.
- Prepare media releases for newsworthy stories.
- Develop and maintain a content bank for the website, blog and social media platforms.
- Monitor social media trends and analytics to improve engagement.
- Collaborate with the Marketing and Communications Manager to capture student and staff stories, including scripting video concepts and reels.
- Attend College events and support College Tours, including preparing and operating presentation slides.

Photography

- Coordinate photography for College events and manage the College image library.

Events

- Develop detailed event plans, timelines and run sheets.
- Manage event logistics including venues, catering, staging, equipment and permits.
- Coordinate and brief staff, students, volunteers and external providers.
- Liaise with leadership, alumnae, families and community partners.
- Oversee event communications in collaboration with Marketing.
- Ensure compliance with Child Safety, risk management and OH&S requirements with all events..
- Conduct post-event evaluations and recommend improvements.
- Maintain event documentation, supplier relationships and operational checklists.
- Deliver events on the day, including overseeing risk assessments, venue setup, catering and AV requirements.
- Collaborate with key stakeholders to confirm clear briefs, deliverables and expectations.

OTHER

- Commit to ongoing professional development in your area of work.
- Be open to researching areas of interest guided by the College School Improvement Plan.
- Other duties as directed by the Principal.

ACCOUNTABILITIES FOR ALL STAFF @ MARIAN COLLEGE

GENERAL:

- Demonstrate alignment and support for the Catholic, Kildare Ministries and Brigidine ethos of the College.
- Develop and maintain positive relationships with staff, students, parents and the wider College community.
- Actively engage in and support the College's continuous improvement initiatives by collaborating with colleagues and participating in school improvement planning.
- Understand and adhere to all relevant KM/KEM and College policies and procedures.
- Participate in relevant staff meetings, assemblies, College masses, community days, and professional learning sessions.
- Uphold a duty of care for students' physical and mental wellbeing.
- Follow the College's professional dress code.
- Participate in College community evenings and events as appropriate.

RISK AND OCCUPATIONAL HEALTH AND SAFETY:

- Comply with legislated occupational health and safety practices.
- Observe safe work practices in accordance with training and instruction given.
- Identify, report and where appropriate, action risks/hazards in order to eliminate or mitigate against the risk recurring.

KEY SELECTION CRITERIA

1. Demonstrated excellence in writing, editing and proofreading, with the ability to produce clear, engaging and professional copy across multiple platforms.
2. Proven ability to create compelling content for digital and print channels, with strong creativity and an eye for design and brand consistency.
3. Experience in the strategic use of social media platforms to promote and differentiate an organisation, including the ability to generate original content and monitor engagement.
4. Strong project management and organisational skills, with the capacity to manage concurrent projects, meet deadlines and adapt to changing priorities in a fast-paced environment.
5. Excellent interpersonal and relationship-building skills, with the ability to liaise effectively with internal staff, leadership, students, families and external stakeholders.
6. High level digital proficiency, including experience using digital technologies for marketing, communications and content management.
7. Demonstrated experience in coordinating digital and print media schedules, ensuring timely and accurate delivery of communications and promotional materials.
8. Strong attention to detail and administrative capability, maintaining accuracy, confidentiality and a professional standard at all times.
9. Self-motivated and collaborative approach, demonstrating flexibility, initiative and a willingness to support team members while maintaining a helpful and professional demeanour.

QUALIFICATIONS

ESSENTIAL

- Tertiary qualification in Marketing & Communication or equivalent marketing experience.
- Experience and proficiency with using Microsoft 365, Adobe InDesign and databases
- Working With Children Check
- A current and satisfactory National Police History Check.

Desirable

- Minimum Level 2 First Aid Certificate
- Experience working in a secondary school environment