



Marian College

Position Description

POSITION:	PUBLICATIONS AND COMMUNICATION OFFICER
CATEGORY:	“EDUCATION SUPPORT OFFICER”, (WITH EMPLOYMENT CONDITIONS AS PER THE VICTORIAN CATHOLIC EDUCATION MULTI-ENTERPRISE AGREEMENT
REMUNERATION SCALE:	NEGOTIABLE DEPENDING ON QUALIFICATIONS AND EXPERIENCE
FULL TIME EQUIVALENT:	0.8 FTE to Full-time (negotiable) (Flexibility to vary working hours to fulfil requirements of position)
REPORTS TO:	PRINCIPAL

OVERVIEW

All staff members of Marian College are expected to support Catholic education in the Brigidine tradition as expressed in the College's vision and mission statements. Staff are expected to reflect the values of Kildare Ministries in the way they perform their role and in the relationships they form with all members of 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.

PRIMARY OBJECTIVE OF THE ROLE

The Publications and Communication Officer is responsible for the development, implementation and evaluation of the College's marketing and communication strategy. The role is vital to ensuring that all marketing and promotional activities are implemented with a view to attracting and maintaining student enrolments from all relevant markets thereby enhancing Marian College's quality reputation and identity development.

MAJOR AREAS OF RESPONSIBILITY

The Publications and Communication Officer has responsibility for the following:

- I Communications
- II Event management
- III Publications
- IV Links to local primary schools and the local business community

STATEMENT OF DUTIES

The following duties are aligned to the 4 major areas of responsibility of the Publications and Communication Officer:

Communications	<ul style="list-style-type: none"> - in collaboration with the Principal produce a whole College communications strategy - enhance and promote the distinctive identity of Marian College within and beyond the College community utilising a range of contemporary platforms - develop effective advertising for the College to attract enrolments using a variety of mediums - engage with year levels, learning areas and other internal departments to identify promotional opportunities - liaise with the Registrar in examining and responding to current enrolment trends
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	<ul style="list-style-type: none"> - identify opportunities for marketing College achievements and prepare media releases accordingly - create and develop marketing video content for online and in school distribution - promote and market any College events/activities - represent the College at functions, events and activities as directed by the Principal - develop, maintain and update content on the College website, digital signage, social media channels and other communication platforms - ensure clarity and consistency of all internal and external communication by the College - manage social media communities and other digital communications - develop and maintain the College website and Learning Management Platform (SEQTA) ensuring content is always up to date and promotes the College vision with comprehensive evidential material consisting of photos, videos and testimonials from all sections of the College community - liaise with appropriate media to ensure consistent promotion and marketing messages reach the community that are consistent in nature and positively reflect the College "brand"
Event management	<ul style="list-style-type: none"> - consult the College Calendar and identify events that require promotion and archiving - work with the Registrar and senior staff to arrange and conduct regular College Tours and prospective parent information sessions utilising Enquiry Tracker and/or Trybooking - With the appropriate line manager support all major flagship College events where parents and the general public have an opportunity to be involved - in collaboration with the Leadership Team, develop various visual/audio presentations for significant College events, such as Graduation, Awards Nights etc - be present and involved in major College Events
Publications	<ul style="list-style-type: none"> - coordinate the planning, design and publication of our print and digital publications - compile, edit and deliver the College Annual Magazine - co-ordinate the production of all other College publications including: <ul style="list-style-type: none"> o College Calendar including a Family College Calendar o Marian News o College Prospectus o College Information Handbooks (digital and/or hardcopy) o booklets for special occasions o promotional materials o stationery o banners - create and provide a Style Guide for all staff to use in internal and external correspondence and presentations - take photographs of key events which, in some instances, this involves outside of normal hours attendance - develop and maintain an archive of photos for marketing, promotional and publications purposes - assist with the proofing of all documents for distribution to College students, staff and families
Linking with Primary Schools and the Business Community	<ul style="list-style-type: none"> - work collaboratively with the Transition Coordinator to strengthen connections with and promote the College to Catholic partner primary schools and local parishes - work with the Transition Coordinator to prepare for and conduct promotional visits to Catholic partner primary schools in conjunction with senior members of the College staff - with the Transition Coordinator support the development of links with local primary schools - with the Transition Coordinator develop Grade 4 and 5 Programs for students from Priority Parish Primary Schools and local government schools - source, develop links and increase the College's visibility with the local business community

	<ul style="list-style-type: none"> - seek opportunities for curriculum connections through project work, for example, sustainability projects
Other	<p>The Publications and Communication Officer will, at times, be required to undertake other duties related to the role as directed by the Principal.</p> <p>In negotiation with the Principal it is possible for this role to evolve to capitalise on the individual strengths and initiative of the person in the position.</p>
<p>QUALITIES AND CAPABILITIES The successful candidate will demonstrate a comprehensive range of the following:</p> <p>Commitment to Child Safety</p> <ul style="list-style-type: none"> – experience in working with children – a demonstrated understanding of child safety – a demonstrated understanding of appropriate behaviours when engaging with children – familiarity with legal obligations relating to child safety (e.g. mandatory reporting) – be a suitable person to engage in child-connected work <p>Dispositions</p> <ul style="list-style-type: none"> – a respect for the mission, identity and core values of Kildare Ministries Education as lived at Marian College – a demonstrated commitment to giving witness to the Kildare Ministries <i>Living Justice Living Peace</i> charter – a willingness to continue to develop as a professional in the area of Publications and Communications connections – clear and strong understanding the need for accuracy, transparency and accountability in project implementation – collaborative participation in professional relationships – an openness to learning and improvement in all situations – hospitality and service to all who engage with the school community <p>Attributes</p> <ul style="list-style-type: none"> – the capacity to manage multiple competing tasks in busy periods and meet tight timelines – confidence and enthusiasm about the College community and environment – compassion, objectivity and clarity when handling difficult, urgent and sensitive situations – a tenacious and resourceful capacity for hard work – a sense of humour and appreciation of the appropriate use of humour – sensitivity when working with people from diverse cultural backgrounds <p>Knowledge and understandings</p> <ul style="list-style-type: none"> – comprehensive understanding of the complexities of College operations on a day to day basis – current digital marketing technology applications and the understanding of their use within the College and wider community – the need for teamwork in College organisation – the need to minimize risk in all activities involving marketing and community links <p>Skills</p> <ul style="list-style-type: none"> – demonstrated initiative and enterprise in developing and improving efficient and effective work practices in the areas of marketing and community relations – ability to produce and improve marketing and community material – demonstrated capacity to provide leadership characterised by a desire for continuous improvement, lateral thinking and innovation – highly developed interpersonal and communication skills demonstrating the ability to liaise and communicate effectively with people at all levels and from varying backgrounds – excellent written and oral communication skills 	

- well-developed project management skills
- the ability to work collaboratively, flexibly, independently and creatively in a demanding environment
- the ability to apply effective and efficient work practices
- the capacity to listen, clarify, negotiate and support families
- the capacity to develop and maintain professional relationships across the College community
- excellent capabilities in the use of information and communication technologies especially: Microsoft Office system, database management, Canva, Adobe Suite, online and mobile applications
- the ability to choose and use appropriate formats for a variety of communications and reporting
- the ability to integrate habits and practices of ongoing review and evaluation to ensure continuous improvement

RISK AND OCCUPATIONAL HEALTH AND SAFETY

The Publications and Communication Officer will:

- comply with legislated occupational health and safety practices and participate in consultative processes
- observe safe work practices in accordance with training and instruction given
- identify and report where appropriate, action risks/hazards in order to eliminate or mitigate against the risk recurring (Risks arising in the workplace may be financial, site, task or person specific or related to safety)

KEY COMMUNICATIONS**INTERNAL**

- Transition Coordinator
- Family Liaison Workers
- Principal
- Registrar
- School Leadership Team

COMMITTEES

- Transition Team

EXTERNAL

- Parents
- Local Business Community
- Primary Schools
- Parishes

Background & Qualifications

Experience working in a secondary school environment
 Experience working with community organisations
 Experience in marketing with an emphasis on digital marketing
 Qualifications in digital technology and/or marketing

Other Requirements

Criminal Record Check
 Valid Working with Children Card
 Flexibility to vary working hours to fulfil requirements of position

Contract & Conditions

Contract: Ongoing
 Conditions: Entitlements under the Victorian Catholic Education Multi-Enterprise Agreement (as updated)

AUTHORISED BY: PRINCIPAL

DATE: MAY 2023