



## Public Relations and Communications Officer

North Lake Senior Campus

<b>Position number</b>	00044761
<b>Agreement</b>	<a href="#">Department of Education (School Support Officers) CSA Agreement 2022</a> or as replaced
<b>Classification</b>	Level 3
<b>Reports to</b>	Manager Corporate Services (Level 5)
<b>Direct reports</b>	Nil

### Context

Information about North Lake Senior Campus can be available on [Schools Online](#)

Visit [education.wa.edu.au](http://education.wa.edu.au) to find out more information about the Department of Education.

### Key responsibilities

- Provide operational support in the development, implementation and management of the school's Marketing Plan.
- Manage and monitor the school's annual marketing budget in conjunction with Deputy Principal.
- Liaise with key stakeholders in the organisation of promotional events and marketing.
- Undertake proactive investigation and identification of funding support from local, state and national sponsorship opportunities and assists in the preparation of funding submissions.
- Establish and manage the promotional events and marketing database.
- Develop a range of school communications, publications and materials to support marketing activities and events.
- Edit and sub-edit publications and news media communications, ensuring compliance with Department standards.
- Establish and maintain social media platforms in consultation with key staff, including the school's website and Facebook page, ensuring published content is current, relevant and that associated links are active.
- Maintain current knowledge of trends related to web design and technologies and other online mediums.
- Prepare segments of the school's Annual Report and assist in the overall production of the documents.
- Establish and maintain effective relationships with print and electronic new media.

## **Selection criteria**

1. Demonstrated experience in assisting with coordination of events and marketing activities and associated financial management and budgeting requirements.
2. Demonstrated initiative and organisational skills, including the ability to meet deadlines and prioritise tasks.
3. Demonstrated sound communication and interpersonal skills, including the ability to build and maintain positive relationships with internal and external stakeholders and suppliers.
4. Demonstrated sound conceptual, analytical and research skills, including the ability to identify appropriate solutions.
5. Demonstrated well-developed computer application skills.

## **Eligibility and training requirements**

Employees will be required to:

- consent to a Nationally Coordinated Criminal History Check and obtain a current Screening Clearance Number issued by the Department of Education's Screening Unit prior to commencement of employment
- obtain or hold a current Working with Children Check
- complete the Department's induction program within 3 months of commencement
- complete any training specific to this role required by Departmental policy
- complete the Department's training in Accountable and Ethical Decision-Making within 6 months of appointment and every 3 years thereafter
- complete the Department's Aboriginal and Torres Strait Islander cultural awareness online course within 3 months of commencement.

## **Certification**

The details contained in this document are an accurate statement of the responsibilities and other requirements of the position.

## **ENDORSED**

Date        21 May 2024  
Reference    D24/0369220