



Marketing and Communications Officer

Sevenoaks Senior College

Position number	00047876
Agreement	Department of Education (School Support Officers) CSA Agreement 2024 or as replaced
Classification	Level 5
Reports to	Manager Corporate Services (Level 5)
Direct reports	Nil

Context

Sevenoaks Senior College is committed to developing a unique model of 21st Century Senior Schooling to ensure that every student is well equipped to deal with the opportunities of their post school pathways.

Sevenoaks is a standalone senior college being only one of two in the metropolitan area which offer specialised pathways to senior school students in Years 11 and 12. Students enrol with us from over 40 schools and represent over 60 cultures. Our college is managed differently with greater flexibility for students as they map out their future in a supportive and inclusive young adult learning environment.

Three enduring features of Sevenoaks are: Find Your Future, the Young Adult Ethos and the Advocacy Program. Our CARE values – Compassion, Accountability, Respect and Excellence – support our Young Adult Ethos.

Our students participate in enhanced pathway preparation and planning which incorporate 21st century skills needed for future success. We offer 17 different specialised pathways. Students participate in a range of learning environments which support the delivery of contemporary and emerging work capabilities to meet the current and future world of work.

Our vision is to support all students to *Find Your Future* by empowering them to make the most of every opportunity in any learning environment and to participate positively in society. Our young adult ethos prepares students for the world beyond school by gradually increasing their capacity to take on the responsibilities of the adult world.

Further information about Sevenoaks Senior College is available on is available on [Schools Online](#).

Visit education.wa.edu.au to find out more information about the Department of Education.

Key responsibilities

- Plan and implement marketing and stakeholder engagement programs to appropriately position Sevenoaks Senior College.
- Work collaboratively with the Principal and members of the leadership team and Board to develop, implement and evaluate a comprehensive marketing communications strategy for the college.
- Provide ongoing strategic advice to the Principal on marketing, communication and stakeholder engagement matters and represent the Principal in various stakeholder forums, as required.
- Develop and manage a comprehensive database of stakeholders for market research and marketing purposes.
- Develop and maintain a style guide for consistent application to all communication tools.
- In consultation with stakeholders, produce and coordinate the production of a range of publications and promotional materials which may include advertisements, handbooks, the College's newsletters, website and other social media content.
- Organise and coordinate marketing events, and provide support for college events.
- Administer the content and regular updates on the college's newsletters, website and other social media, and manage its distribution.
- Liaise with external stakeholders to promote college initiatives and programs and staff and student achievements.

Selection criteria

1. Comprehensive demonstrated experience in a service organisation in a multi-faceted communication, public relations or marketing role.
2. Demonstrated considerable skills and experience in developing, implementing and evaluating marketing and/or communication strategies.
3. Demonstrated well developed interpersonal, communication and negotiating skills and experience in developing and maintaining strategic partnerships and alliances.
4. Demonstrated considerable events, project management and organisational skills.
5. Demonstrated knowledge and understanding of graphic design, print management, web publishing and database management.
6. Demonstrated ability to work independently on multiple projects with minimal supervision.

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 5 December 2025
Reference D25/1229566