



Marketing and Media Officer Canning Vale College

Position number	00036045
Agreement	Public Sector CSA Agreement 2019 (or as replaced)
Classification	Level 3
Reports to	Manager Corporate Services (Level 6)
Direct reports	Nil

Context

Information about Canning Vale College is available on [Schools Online](#).

For further information about the Department of Education, please visit: education.wa.edu.au.

Key responsibilities

- Contribute to the development, implementation and monitoring of the College's Marketing Plan, in collaboration with the Executive leadership team.
- Organise and coordinate promotional events and marketing activities, including attending after-hours functions.
- In consultation with stakeholders, prepare, produce and manage a range of communication tools which may include but are not limited to advertisements, handbooks, website, newsletters, annual reports, business plans and social media sites.
- Manage and monitor the College's annual marketing budget, including obtaining quotes and evaluating tenders for external marketing and event management services.
- Liaise with key stakeholders in the organisation of promotional events and marketing activities.
- Undertake proactive investigation and identification of funding support from local, state and national sponsorship opportunities and assist in the preparation of funding submissions for activities as appropriate.
- Develop and manage a comprehensive database of stakeholders for marketing purposes.
- Maintain and update the College's website, ensuring it is an effective communication tool.
- Utilise current knowledge of trends related to web design technologies and other online mediums to enhance College communication strategies.
- Conduct market research and surveys as required.

Selection criteria

1. Demonstrated skills and experience in developing, implementing and evaluating marketing and/or communication strategies.
2. Demonstrated initiative and organisational skills, including the ability to meet deadlines, prioritise tasks and work independently.
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 experience with online mediums including website management and social media.

Eligibility and training requirements

Employees will be required to:

- obtain a current Department of Education Criminal Record Clearance prior to commencement of employment
- obtain or hold a current Working with Children Check
- complete the Department's induction program within three 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 six months of appointment.

Certification

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

ENDORSED

Date 3 September 2021
Reference D21/0467284