

**DEPARTMENT OF EDUCATION WESTERN AUSTRALIA
JOB DESCRIPTION FORM**

<p align="center">Public Sector Management Act 1994</p>	<p align="center">Salaries/Agreement/Award Education Department Ministerial Officers Salaries, Allowances and Conditions Award 1983; School Support Officers (Government) General Agreement 2014 or as replaced</p>	
Group:	Schools	Effective Date of Document
Region:	Pilbara Education Region	9 January 2017
School:	Hedland Senior High School	

THIS POSITION

Title: Marketing and Media Officer

Classification: Level 3

Position No: 00037449

Positions under direct responsibility: Nil

REPORTING RELATIONSHIPS

TITLE: Principal
LEVEL: School Administrator Level 6
POSITION NUMBER: 00001853

TITLE: Manager Corporate Services
LEVEL: 6
POSITION NUMBER: 00001863

This position and the positions of:

Title	Level	Position Number
Various		

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Marketing and Media Officer	Level 3	00037449	9 January 2017

CONTEXT

The Department of Education is Western Australia's largest employer with approximately one third of the Government workforce in some 800 worksites across the State. The Department's annual budget is approximately \$4.5 billion.

The major objectives of the Department are to achieve excellence in the public school system and to provide access for all Western Australian students to a quality education irrespective of their background or geographical location.

The Department is committed to achieving these objectives by:

- attracting and retaining a highly skilled and capable workforce
- supporting all learners to achieve their full potential, including those with special educational needs and interests
- ensuring all public schools maintain excellence in the quality of education and the teaching and learning environment.

The principles underpinning the Department's objectives for the public school system in Western Australia are:

- working collaboratively to achieve outcomes
- accepting responsibility and accountability for the achievement of outcomes
- enabling flexible, innovative and diverse work practices
- promoting confidence in the professional judgement of the Department's staff.

The Department operates within a framework of principles and values that are applied in all decision-making contexts. These are:

- a culture of learning and excellence
- an expectation of accountability and action
- a commitment to partnerships, professional collaboration and stakeholder involvement
- an environment in which diversity, care and equity are valued.

Hedland Senior High School prides itself on the staff's commitment to maintaining a system of positive behaviour supports which focus on care, courtesy, respect and responsibility. These values underpin the philosophy of teaching and learning at Hedland Senior High School. All staff continually strive to maintain a school culture which encourages a high standard of behaviour and performance. We take an approach that is inclusive, explicit and supports all students in achieving academic, social and emotional success.

The staff at Hedland Senior High School place strong emphasis on pastoral care for all students and work closely with parents to meet the academic, social and emotional needs of the students. All staff play a critical role in this with extra support from an effective Health and Wellbeing Team who provide high levels of care and support through pastoral care processes, restorative practices, positive acknowledgment mechanisms and cultural activities. The school has worked hard to build a positive reputation, both for the excellent educational opportunities it offers and for its high standards of achievement.

Students are encouraged to achieve personal excellence in all aspects of the curriculum and to interact with each other and with the wider community in a positive, constructive and socially responsible manner. Hedland Senior High School recognises that students have different interests and abilities, and endeavours to cater to the diverse range of student needs by providing relevant and engaging programs across several contexts, including academic extension programs in lower school, specialist Arts Program, specialist Netball and Football programs, a Trade Training Centre and career and vocational education. A broad curriculum is offered including Australian Tertiary Admission

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Rank, general, Vocational Education Training and alternative pathways. Students are encouraged to develop a strong work ethic and value high achievement, regardless of their chosen pathway.

ROLE

The Marketing and Media Officer:

- provides operational support in the development, implementation and management of the school's Marketing Plan
- coordinates promotional events and marketing activities, including Premier and Parliamentary Officer visits and parent and student information sessions
- obtains contractor quotes for events and marketing and assists in the evaluation of tenders and contracts
- manages and monitors the school's annual marketing budget
- liaises with key stakeholders in the organisation of promotional events and marketing
- undertakes proactive investigation and identification of funding support from local, state and national sponsorship opportunities and assists in the preparation of funding submissions
- establishes and manages the promotional events and marketing database
- develops a range of communications, publications and materials to support marketing activities and events
- maintains and updates the school's website and ensures published content is current, relevant and that associated links are active
- maintains current knowledge of trends related to web design and technologies and other online mediums
- prepares segments of the school's Annual Report and assists in the overall production of the document.

OUTCOMES

1. Marketing and promotional events undertaken by the school are coordinated effectively and in a timely manner.
2. Effective liaison is undertaken with relevant stakeholders and contractors in the organisation of promotional events and marketing.
3. Financial and budgeting requirements associated with events and marketing are effectively managed.
4. A promotional events and marketing database is established and maintained.
5. Appropriate communications, publications, marketing activities and support materials are developed for identified target audiences and events.

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SELECTION CRITERIA

The following selection criteria are identified as being required to achieve the outcomes in the context of this position. Applicants will need to provide evidence of their capacity to transfer their knowledge and skills to achieving the outcomes of this position.

1. Demonstrated considerable experience in assisting with coordination of events and marketing activities and associated financial management and budgeting requirements.
2. Demonstrated sound 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 sound computer application skills.

ELIGIBILITY

Employees will be required to:

- obtain a current Department of Education Criminal Record Clearance prior to commencement of employment; and
- obtain or hold a current Working with Children Check.

TRAINING

Employees will be required to:

- complete the Department's induction program within three months of commencement;
- complete any training specific to this role required by Departmental policy; and
- 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 duties, responsibilities and other requirements of the position.

ENDORSED

DATE 9 January 2017
HPRM REF # D17/0008806