

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

<b>Public Sector Management Act 1994</b>	<b>Salaries/Agreement/Award</b> Public Service Award 1992 Public Service and Government Officers General Agreement 2014 or as replaced
<b>Group:</b> Schools	<b>Effective Date of Document</b> 20 June 2017
<b>Region:</b> North Metropolitan Education Region	
<b>School:</b> Cyril Jackson Senior Campus	

**THIS POSITION**

**Title:** Marketing and Communications Officer

**Classification:** Level 3

**Position No:** 00037819

**Positions under direct responsibility:** Nil

**REPORTING RELATIONSHIPS**

**TITLE:** Principal  
**LEVEL:** School Administrator Level 6  
**POSITION NUMBER:** 00000518

**TITLE:** Manager Corporate Services  
**LEVEL:** 5  
**POSITION NUMBER:** 00000533

**This position and the positions of:**

Title	Level	Position Number
Various		

<b>TITLE</b>	<b>CLASSIFICATION</b>	<b>POSITION NO</b>	<b>EFFECTIVE DATE</b>
Marketing and Communications Officer	Level 3	00037819	20June 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.

Further context about Cyril Jackson Senior Campus is available on the Department's website. Please visit <http://www.det.wa.edu.au/schoolsonline/home.do> and enter the Campus name in the *Find a School* field.

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## **ROLE**

The Marketing and Communications Officer:

- provides operational support in developing, implementing and managing the Campus' 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 Campus' annual marketing budget
- liaises with key stakeholders in organising 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 promotional events and marketing database
- develops a range of Campus communications, publications and materials to support marketing activities and events
- maintains and updates the Campus' website and ensures published content is current, relevant and associated links are active
- maintains current knowledge of trends related to web design and technologies and other online mediums
- prepares segments of the Campus' Annual Report and assists in the overall production of the document.

## **OUTCOMES**

1. Marketing and promotional events undertaken by the Campus are coordinated effectively and in a timely manner.
2. Effective liaison is undertaken with 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 20 June 2017**

**TRIM REF # D17/0262008**