



## Marketing and Media Officer

### Orelia Primary School

<b>Position number</b>	00039458
<b>Agreement</b>	<a href="#">Department of Education (School Support Officers) CSA General Agreement 2017</a>
<b>Classification</b>	Level 3
<b>Reports to</b>	Manager Corporate Services (Level 4)
<b>Direct reports</b>	Nil

#### Context

Orelia Primary School is a school of choice in the Kwinana community. It commenced operating on 1 January 1969.

Orelia Primary School is a Level 5 government primary school with over 350 students, located south of Fremantle. Our school strives to meet the needs and interests of all students, and reflect the values and aspirations of our school community; with pastoral care and respect for all members of our school community being major foci. Our purpose is to value add to ensure all students leave Orelia PS well prepared for their secondary schooling, and have opportunities to develop the skills, knowledge and confidence that they need, to achieve their individual potential and play an active part in civic and economic life.

Further information about Orelia Primary School can be found by visiting <http://oreliaps.wa.edu.au> or [Schools Online](#)

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

#### Key responsibilities

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 school 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.

### **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:

- 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            12 March 2019  
Reference    D19/0105681