



Marketing and Media Officer

Warwick Senior High School

Position number	00039881
Agreement	Department of Education (School Support Officers) CSA General Agreement 2017 , or as replaced.
Classification	Level 3.
Reports to	Manager Corporate Services (Level 5)
Direct reports	Nil.

Context

Warwick Senior High School is located in the northern suburbs of Perth with an enrolment of approximately 700 students. The school was opened in 1981 and is close to a wide range of community services and resources including public transport. At Warwick Senior High School, we endeavour to develop a welcoming environment to students and parents. Cooperation, consideration and respect of all people, as well as for the physical environment, are central to the achievement of this aim. As a small, caring school, we are able to meet the needs of a wide range of students through our strong Pastoral Care system, which is managed by a dedicated and experienced student services team (including a Psychologist, Learning Support Coordinator, Chaplain and School Nurse). Students are challenged to create positive futures, by taking the opportunities offered to them by the school.

Information about Warwick Senior High School is available on [Schools Online](#).

Further information is available at education.wa.edu.au

Key responsibilities

- Provide operational support in the development, implementation and management of the school's Marketing Plan.
- Coordinate promotional events and marketing activities, including Premier and Parliamentary Officer visits and parent and student information sessions.
- Obtain contractor quotes for events and marketing and assists in the evaluation of tenders and contracts.
- Liaise with key stakeholders in the organisation of promotional events and marketing.

- Undertake proactive investigation and identification of funding support from local, state and national sponsorship opportunities and assists in the preparation of funding submissions.
- Establish and manage the promotional events and marketing database.
- Develop a range of school communications, publications and materials to support marketing activities and events.
- Maintain and updates the school's website and ensures published content is current, relevant and that associated links are active.
- Maintain and updates the school's Facebook page and responds to messages in liaison with key staff when required.
- Maintain current knowledge of trends related to web design and technologies and other online mediums.
- Prepare 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 9 September 2019
Reference D19/0417076