

School Relationships Officer

School of Isolated and Distance Education

Position number	00039897
Agreement	Public Service and Government Officers CSA General Agreement 2017 or as replaced.
Classification	Level 5
Reports to	Registered Training Organisation (RTO) Manager (Level 7)
Direct reports	Nil

Context

The School of Isolated and Distance Education (SIDE) is the main centre for K-12 distance education and online learning within the Western Australian Department of Education. The school provides quality education for students who for various reasons cannot attend classes in a regular school.

SIDE provides a wide range of educational programs in Western Australia through an online distance mode. SIDE offers the same education opportunities and support as most primary and secondary schools, including support for students with disabilities, students with learning difficulties and gifted and talented students.

The school uses digital technologies to deliver online education programs. It occurs in two forms:

- Synchronous, real-time communication via the Department's Webex web-conferencing platform. Students have access to scheduled 'live' instruction.
- Asynchronous, 24/7 access. Moodle is used to deliver curriculum materials and facilitate student and staff collaboration online.

In addition, SIDE, as an RTO, provides quality vocational education and training programs (VET). This provision of service has significant benefits for students and schools, particularly in regional and remote areas.

Visit education.wa.edu.au to find out more information about the Department of Education and www.side.wa.edu.au for further information about SIDE.

Key responsibilities

Marketing and public relations

- Build and maintain relationships with internal and external stakeholders and parties, including schools, clients, the media, industry and other stakeholders, by coordinating, facilitating and delivering promotional presentations, which may include travel to schools and other sites in metropolitan and country regions.
- Plan, implement, monitor and evaluate communications and marketing functions of the RTO according to strategic and business plans.
- Assist in the development of marketing and communications elements in strategic planning.
- Represent the RTO, where appropriate, on internal and external committees, including industry bodies, funding agencies and other committees.
- Contributes to continuous improvement by developing and facilitating feedback from stakeholders.
- Maintain and promote the SIDE RTO brand in promotional material.
- Maintain and update the SIDE RTO website.

Specialist services and event management

- Coordinate communications and promotional materials to effectively promote RTO events and activities, including advertising and specific marketing campaigns.
- Coordinate awards events, including the RTO Award Program, and manage the event promotion and any logistical arrangements.
- Organise events including venue hire, logistic support, catering and other specific requirements.
- Assist staff in schools to implement courses.
- Assist the Curriculum and Training Development Officer to provide professional development opportunities for partner schools.

Stakeholder engagement

- Provide general advice to stakeholders regarding the RTO's operations.
- Liaise with schools in relation to applications, course of study requests, enrolment procedures and fees, which may include travel to schools and other sites in metropolitan and country regions.
- Liaise with the media and industry, when directed.
- Identify, research and develop potential sponsorship opportunities.
- Maintain a focus on customer service delivery and continuous improvement of services.

Administration

- Conduct risk management assessments for all events and potential partnership opportunities.
- Assist the SIDE RTO Manager to prepare budgets for marketing and promotional events.
- Support the RTO activities such that applications and enrolment enquiries are resolved efficiently, effectively and in accordance with any related policies and processes.

Selection criteria

1. Demonstrated marketing, public relations, media management and corporate communications experience in a service organisation and/or an RTO.
2. Demonstrated highly developed interpersonal, communication, liaison, networking and mediation skills in order to develop and maintain effective relationships and resolve differences with internal and external stakeholders.
3. Demonstrated skills in the planning, development, implementation and evaluation of innovative marketing and corporate communications plans and associated strategies.

4. Demonstrated proficiency in the use of a range of information and communication technologies including knowledge and experience with graphic design, print management, web publishing and database management.
5. Demonstrated well-developed project management and organisational skills with the ability to liaise with various stakeholders and prioritise workloads, work effectively within a team environment and deliver outcomes to deadlines.

Eligibility and training requirements

Employees will be required to:

- hold a Certificate IV in Training and Assessment and units compliant with the current standards for RTOs;
- 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; and
- hold a current "C" class driver's licence.

Certification

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

ENDORSED

Date 18 September 2019
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