



Communications and Media Officer

Butler College

Position number	00039779
Agreement	Public Service and Government Officers CSA General Agreement 2017 (or as replaced)
Classification	Level 3
Reports to	Manager of Corporate Services (Level 5)
Direct reports	Nil

Context

The College learning community is founded on the principles of Knowledge, Integrity and Respect. Initiatives and communication will be carried out with the expectation that these principles underpin the actions of each individual. Butler College is inclusive and innovative, embracing the philosophy of education as a dynamic science that is always on the move. Staff lead by example, constantly challenging themselves and their students to adapt to a world of continuous change and becoming lifelong learners.

As an Independent Public School, Butler College aims to use its increased flexibility to achieve these goals for all students and to form partnerships with business, industry and educational institutions both locally and internationally.

Further information about Butler College is available on [Schools Online](#).

Visit education.wa.edu.au to find out more information about the Department of Education.

Key responsibilities

- provides operational support in the development, implementation and management of matters pertaining to communications and media in the College's Business plan
- coordinates promotional events and marketing activities, including Premier and Parliamentary Officer visits and parent and student information sessions
- obtains and evaluates contractor quotes for publications, events, communication systems and marketing activities
- monitors College expenditure on communications and media activities
- liaises with key stakeholders in the organisation of promotional events and marketing
- establishes and manages the College communication channel plan

- develops a range of school communications, publications and materials to support marketing activities and events
- liaises with key stakeholders to promote education best practice, initiative and programs, and staff and student achievements
- coordinates effective internal and external communication activities
- maintains and updates the College's website and ensures published content is current, relevant and that associated links are active
- maintains and updates the College's social media pages and responds to messages in liaison with key staff when required
- 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 writing for a range of audiences through a range of channels and formats
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 supplier.
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 23 July 2019
Reference D19/0327393