

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

Public Sector Management Act 1994	Salaries/Agreement/Award Public Service Award 1992 Public Service and Government Officers CSA General Agreement 2017 or as replaced
Group: Schools	Effective Date of Document 10 September 2018
Region: North Metropolitan Education Region	
School: Ellenbrook Secondary College	

THIS POSITION

Title: Marketing and Media Officer

Classification: Level 3

Position No: 00039038

Positions under direct responsibility: Nil

REPORTING RELATIONSHIPS

TITLE: Principal
LEVEL: School Administrator Level 6
POSITION NUMBER: 00016636

TITLE: Manager Corporate Services
LEVEL: 6
POSITION NUMBER: 00036384

This position and the positions of:

Title	Level	Position Number
Various		

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Marketing and Media Officer	Level 3	00039038	10 September 2018

CONTEXT

The Department of Education is Western Australia's largest public sector employer with approximately 45 000 staff or one third of the Government workforce in around 800 worksites.

We provide a system of public schools in which our aim is to ensure that every school is a good school, every teacher is effective and every student is successful.

The Department's other key responsibilities include:

- regulation of non-government schools in accordance with Part 4 of the School Education Act 1999
- administration of state funding to non-government schools
- higher education policy and planning
- legislative reviews
- providing secretariat services to the Teacher Registration Board of Western Australia, the Training Accreditation Council and the School Curriculum and Standards Authority.

The principles underpinning the Department's operations 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.

All Department actions are guided by four core values: Learning, Excellence, Equity and Care.

For further information, please visit: <https://www.education.wa.edu.au/>.

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

ROLE

The Marketing and Media Officer:

- provides operational support in the development, implementation and management of the College's Marketing Plan
- coordinates promotional events and marketing activities
- liaises with key stakeholders to organise 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
- assists in preparing submissions for various awards
- establishes and manages promotional events and marketing database
- develops a range of communications, publications and materials to support marketing activities and events.
- maintains and updates the College's website, software applications and social media platforms to ensure published content is current, relevant and that associated links are active

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- undertakes research to identify current trends related to web design and technologies and other online mediums
- prepares segments of the College's Annual Report and Year Book and assists in the overall production
- establishes and maintains effective relationships with print and electronic news media.
- assists the Manager Corporate Services in coordinating diverse daily operations, including administrative tasks
- assists with supervising administrative support staff, including scheduling and allocating tasks.

OUTCOMES

1. Marketing and promotional events undertaken by the College 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.
6. Research is undertaken to identify current and emerging trends related to web design and technology and other online mediums.
7. Effective communication networks are established and maintained with internal and external stakeholders to ensure accuracy and timeliness of online communications.

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 experience in coordinating events and marketing activities and associated financial management and budgeting requirements.
2. Demonstrated knowledge of content management systems and ability to manage and maintain information systems including websites and databases.
3. Demonstrated initiative and sound organisational skills, including the ability to prioritise tasks to meet deadlines.
4. Demonstrated sound communication and interpersonal skills, including the ability to build and maintain positive relationships with internal and external stakeholders and suppliers.
5. Demonstrated sound research, conceptual, analytical and problem solving skills, including the ability to think clearly and solve problems autonomously.

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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 10 September 2018
TRIM REF # D18/0416997