



## Marketing and Media Officer

### Sevenoaks Senior College

<b>Position number</b>	00040633
<b>Agreement</b>	<a href="#">Public Sector CSA Agreement 2019</a> (or as replaced)
<b>Classification</b>	Level 3
<b>Reports to</b>	Manager Corporate Services (Level 5)
<b>Direct reports</b>	Nil

#### Context

Sevenoaks Senior College is an Independent Public School that caters for year 11 and 12 students. Our vision is to empower students through their engagement in education and training so they can fulfil their own educational, career and social expectations and participate positively in society.

We are a very dynamic and diverse educational community, where students and their teachers – together with their parents, community members and industry partners – all work collaboratively within a team environment. The college offers a suite of programs including a comprehensive range of WACE courses, VET qualifications, a Trade Training centre and a Big Picture engagement academy.

The support services for students are extensive and include Clontarf, Wirrpunda and Follow the Dream for our Aboriginal students.

Further information about Sevenoaks Senior College is available on [Schools Online](#) or [sevenoaks.wa.edu.au](#).

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

#### Key responsibilities

- Provide operational support in the development, implementation and management of the College's Marketing Plan.
- Develop a range of college communications, publications and materials to support marketing activities and events.
- Establish and maintain social media platform, including the college's Facebook page in liaison with key staff.

- Maintain and update the college's website in liaison with key staff and ensure published content is current, relevant and that associated links are active.
- Liaise with key stakeholders in the organisation of promotional events and marketing.
- Coordinate promotional events and marketing activities.
- Obtain contractor quotes for events and marketing and assist in the evaluation of tenders and contracts.
- Manage and monitor the college's annual marketing budget.
- Undertake proactive investigation and identification of funding support from local, state and national sponsorship opportunities and assist in the preparation of funding submissions.
- Establish and manage the promotional events and marketing database.
- Maintain current knowledge of trends related to web design and technologies and other online mediums.
- Prepare segments of the college's Annual Report and assist 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            17 August 2020  
Reference    D20/0420934