



## Marketing and Media Officer

### Australind Senior High School

<b>Position number</b>	00040344
<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 6)
<b>Direct reports</b>	Nil

#### Context

Australind Senior High School is at the heart and soul of the town of Australind – a vibrant, modern community which enjoys a wonderful, relaxed lifestyle located just 14 minutes from central Bunbury.

As an Independent Public School since 2013, Australind Senior High School is providing world class secondary schooling options to the south west. We are one of the fastest growing and most successful Independent Public Schools in Western Australia. Our school has a very clear focus on meeting the needs of all our students. We are able to do this through a diverse range of quality curriculum and extra-curricular opportunities. We offer flexibility and opportunities not available in other schools.

The number of enrolments at Australind Senior High School means our community is diverse. We have a diverse community of smart, interesting, engaging people - whether they're staff or students - it's nearly impossible not to learn and grow from those around us.

Australind Senior High School provides a wide variety of classes, events and services to our students. Australind Senior High School also has the capacity to offer more specialised programs for disadvantaged students, students with special needs, and students who may find it tricky to find their place in the world. A wide variety of classes and activities make it possible for all our students to find their niche.

As a Registered Training Organisation, Australind Senior High School offers a vast selection of vocational pathways and Nationally Recognised Qualifications delivered on site. The school is steeped in tradition – a tradition where every student matters. Australind Senior High School's core beliefs stem from the aim to value the potential of every student and expect every student to make significant progress irrespective of their starting point.

Further information about Australind Senior High School is available on [Schools Online](#).

Visit [education.wa.edu.au](http://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 School's Marketing Plan.
- Coordinate promotional events and marketing activities.
- Liaise with key stakeholders to organise promotional events and marketing.
- Undertake the coordination of school events.
- Establish and manage promotional events and marketing database.
- Develop a range of communications, publications and materials to support marketing activities and events.
- Maintain and update the School's website, software applications and social media platforms to ensure published content is current, relevant and that associated links are active.
- Undertake research to identify current trends related to web design and technologies and other online mediums.
- Maintain, edit and sub-edit publications and news media communications to ensure compliance with department standards.
- Prepare segments of the School's Annual Report and Year Book and assist in the overall production.
- Prepare a range of printed and online publications.
- Establish and maintain effective relationships with print and electronic news media.
- Assist the Manager Corporate Services in coordinating diverse daily operations, including administrative tasks.

### Selection criteria

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

### 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 30 March 2020  
Reference D20/0179621