



Marketing and Media Officer

Byford Secondary College

Position number	00040126
Agreement	Department of Education (School Support Officers) CSA General Agreement 2017 (or as replaced)
Classification	Level 3
Reports to	Manager Corporate Services (Level 6)
Direct reports	Nil

Context

Further information about Byford Secondary College can be found by visiting [Schools Online](#)
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 school's Marketing Plan.
- Coordinate promotional events and marketing activities, including Premier and Parliamentary Officer visits and parent and student information sessions.
- Obtain contractor quotes for events and marketing and assist in the evaluation of tenders and contracts.
- Manage and monitor the school's annual marketing budget.
- Liaise with key stakeholders in the organisation of promotional events and marketing.
- Undertake proactive investigation and identification of funding support from local, state and national sponsorship opportunities and assists in the preparation of funding submissions.
- Establish and manage the promotional events and marketing database.
- Develop a range of school communications, publications and materials to support marketing activities and events.
- Maintain and update the school's website and ensures published content is current, relevant and that associated links are active.
- Maintain current knowledge of trends related to web design and technologies and other online mediums.
- Prepare segments of the school's Annual Report and assists 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 6 December 2019
Reference D19/0565693