



Marketing and Media Officer

Hedland Senior High School

Position number	00037449
Agreement	Department of Education (School Support Officers) CSA Agreement 2019 or as replaced
Classification	Level 3
Reports to	Manager Corporate Services (Level 5)
Direct reports	Nil

Context

Hedland Senior High School prides itself on the staff's commitment to maintaining a system of positive behaviour supports which focus on care, courtesy, respect and responsibility. These values underpin the philosophy of teaching and learning at Hedland Senior High School. All staff continually strive to maintain a school culture which encourages a high standard of behaviour and performance. We take an approach that is inclusive, explicit and supports all students in achieving academic, social and emotional success.

The staff at Hedland Senior High School place strong emphasis on pastoral care for all students and work closely with parents to meet the academic, social and emotional needs of the students. All staff play a critical role in this with extra support from an effective Health and Wellbeing Team who provide high levels of care and support through pastoral care processes, restorative practices, positive acknowledgment mechanisms and cultural activities. The school has worked hard to build a positive reputation, both for the excellent educational opportunities it offers and for its high standards of achievement.

Students are encouraged to achieve personal excellence in all aspects of the curriculum and to interact with each other and with the wider community in a positive, constructive and socially responsible manner. Hedland Senior High School recognises that students have different interests and abilities, and endeavours to cater to the diverse range of student needs by providing relevant and engaging programs across several contexts, including academic extension programs in lower school, specialist Arts Program, specialist Netball and Football programs, a Trade Training Centre and career and vocational education. A broad curriculum is offered including Australian Tertiary Admission Rank, general, Vocational Education Training and alternative pathways. Students are encouraged to develop a strong work ethic and value high achievement, regardless of their chosen pathway.

Information about Hedland Senior High School is available on [Schools Online](#).

Visit education.wa.edu.au for 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 and other school events and marketing activities effectively and in a timely manner.
- Liaise effectively with key stakeholders to organise promotional events and marketing.
- Undertake proactive investigation and identification of funding support from local, state and national sponsorship opportunities and assist in the preparation of funding submissions.
- Assist in the preparation of submissions for various awards.
- Establish and manage the promotional events and marketing database.
- Develop a range of printed and online communications, publications and materials to support marketing activities and events for the school, ensuring consideration is given to target audiences and the type of event.
- 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 edits and sub-edits publications and news media communications to ensure compliance with Departmental standards.
- Prepare segments of the school's Annual Report and assist in the overall production of the document.
- 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 developing, implementing and evaluating marketing and/or communication plans.
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 22 March 2021
Reference D21/0153651