

Public Relations Officer

Onslow Primary School

Position number	00039653
Agreement	Department of Education (School Support Officers) CSA General Agreement 2017 or as replaced
Classification	Level 2
Reports to	Manager Corporate Services
Direct reports	Nil

Context

Onslow Primary School is located in the small Pilbara locality of Onslow, and has been educating local students for more than 50 years. We are an integral part of the community, and have developed strong links between the school, our staff, parents and the wider community.

To find out more about Onslow Primary School visit [Schools Online](#).

Further information is available on the [Department](#) website.

Key responsibilities

- provides support in developing and managing the school's marketing and business plan
- assists with the production of the school's printed and online publications, school prospectus and promotional material consistent with the Departmental standards
- gathers and publishes news, photographs and video's in accordance with the schools marketing plan
- promotes school events and activities through newsletters, website and social media platforms
- assists school management in ensuring internal and external school communication activities are coordinated effectively
- assists the Manager Corporate Services to monitor the school's annual marketing budget and provides clerical support as business needs arise
- maintains and updates the school's website ensuring published content is current
- maintains knowledge of current trends related to web design and technologies
- develops effective relationships with the school community

- ensures the school brand and style guide are maintained and remain consistent.



Selection criteria

1. Demonstrated sound written communications skills, including the ability to gather and edit material for printed and online publications.
2. Demonstrated well-developed verbal and interpersonal communication skills, including the ability to build and maintain positive relationships with internal and external stakeholders.
3. Demonstrated initiative with and organisational skills with the ability to meet deadlines and prioritise tasks.
4. Demonstrated ability to maintain multimedia platforms.
5. Demonstrated ability to work unsupervised.

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 24 June 2019 Reference
D19/0210976

