



Marketing and Communications Officer GOSAC

Position Details

Position Number: 30000655

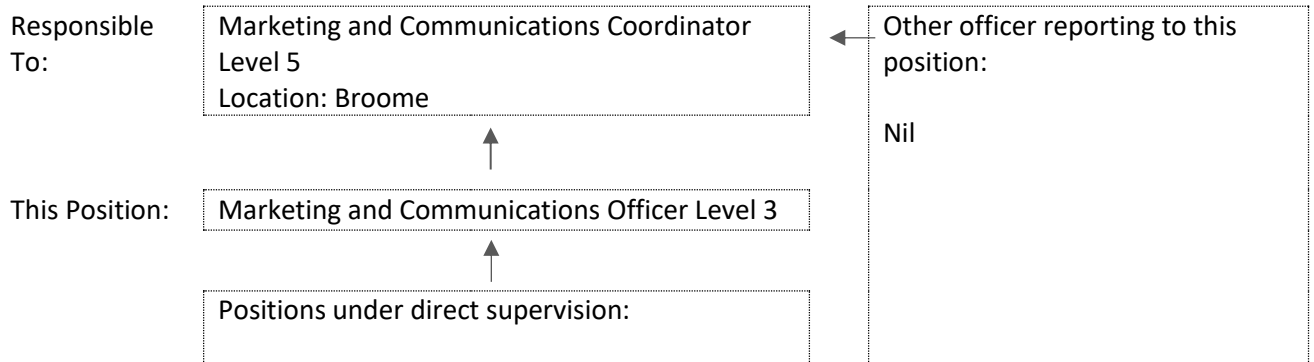
Classification: Level 3

Award/Agreement: Public Service and Government Officers CSA General Agreement 2019

Directorate: Organisational Services

Location: Broome

Reporting Relationships



Our Purpose

North Regional TAFE (NR TAFE) is the leading regional provider of vocational education and training in Northwest Australia. Our purpose is to build the skills and capacity of the workforce for a sustainable economy and enable resilient communities.

All employees at NR TAFE contribute to the vital role of providing vocational education in rural and regional WA, and job training pathways including to the most vulnerable in the community.

Our Values

The minimum standards reflecting in the NR TAFE Code of Conduct, Values and the Public Sector Commission Code of Ethics are required to be demonstrated by all employees in their day to day activities.

NR TAFE is committed to an inclusive, high performance culture that places the needs of the students and the public at the centre of all that we do.





Position Overview

- assisting in the implementation of the College strategic marketing and communication plans
- assisting in the coordination and implementation of the College marketing, promotion and communications functions
- providing support for corporate events, promotional activities and stakeholder engagement, developing and maintaining a client contact and subscription database
- Researching, writing and editing copy for research, writing and editing copy for a diverse range of media.

Position Responsibilities

- Develop, plan and implement marketing and communication plans as required.
- Develop and maintain an electronic client contact and subscription database.
- Develop and implement communications, marketing and events strategies to promote North Regional TAFE, and increase community awareness.
- Create publications using existing WA Government processes for both prospective students and new business opportunities. Collateral includes banners, brochures, marketing stands, vehicle branding, and annual course guides.
- Coordinate events and promotional activities on and off campus, including award ceremonies and award (eg. WA Training Awards and Premier's Awards)
- Liaise with publishers, printers and designers as required.
- Oversee the corporate brand to ensure materials produced adhere to the guidelines in the marketing policy.
- Assist in the development of short course marketing campaigns.
- Assist in the development of web based and other digital marketing strategies.
- Evaluate tools and processes to manage the standard of advertising and promotional activities and events.
- Monitor client feedback with respect to the effectiveness of the College marketing activities.
- Liaise with third party suppliers including advertising agencies, event providers, and sponsors.
- Write copy for advertisements, newsletters, promotional materials, event publicity, publications and award submissions.
- Assist in the preparation, implementation and monitoring of an annual promotions and events calendar, web pages, social media and other online promotions.
- Attend and support nominated after hours events and work related functions as required

Selection Criteria

- Well-developed written, verbal and interpersonal communication skills with a demonstrated ability to prepare and edit copy, media statements, advertisements, promotional materials and speeches.
- Experience in marketing, communications, journalism or public relations, including demonstrated knowledge of digital media (including internet and social media) for use in promotion and strategic marketing and associated skills
- Demonstrated ability to work within a team environment to develop and maintain relationships to achieve organisational goals.
- Well-developed organisation skills with a demonstrated ability to work on multiple tasks simultaneously, in a manner that is self-directed, to achieve desired outcomes within time-frames and budget.



- Well-developed computer skills utilising Microsoft Office Suite (eg. Microsoft Word, Excel and PowerPoint) and proficiency in utilising design software programs and digital marketing tools.
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Appointment Factors

Location: North Regional TAFE Campus

Accommodation: Not applicable

Allowances: As per Award.

Travel: Travel to and work at other campuses or sites will be required as the need arises.

Special Conditions

National Police History Check:

All new staff being appointed to North Regional TAFE are required to provide a National Police History Check prior to commencing duty. All applications must be directed to the "Screening Unit" at the Department of Education and Training

Working With Children Check (WWC):

All new staff appointed to North Regional TAFE in "child-related work" are required to provide a WWC Check prior to commencing duty. If you receive a Negative Notice or an Interim Negative Notice you will be deemed to have repudiated your contract and your employment will cease.

Current WA 'C' Class Driver's Licence

All new staff being appointed to North Regional TAFE are required to have a current WA 'C' Class Licence as staff will be required to travel between campuses, from time to time. For staff appointed from outside Western Australia, you must apply for a WA driver's licence within three (3) months of becoming a resident of WA.

Prescribed Legislation and Regulation

As an employee of the Western Australian public sector you have specific obligations to the community of Western Australia and your colleagues. In addition to the prescribed industrial agreement, your employment is governed by the following:

Public Sector Management Act (1994) and Regulations
Vocational Education and Training Act (1996)
Public Sector Code of Ethics
North Regional TAFE's Code of Conduct
Equal Opportunity Act (1984)
Occupational Safety and Health Act (1984)
Internet Terms and Conditions of Use
Employee Software and Compliance Statement
North Regional TAFE policies and procedures



CERTIFICATION

The details contained in this document are an accurate statement of the position's responsibilities and requirements.

Employee		Managing Director	
Name:		Name:	
Sign:		Sign:	
Date:		Date:	