



Media and Communications Officer

Sevenoaks Senior College

Position number	00042218
Agreement	Department of Education (School Support Officers) CSA Agreement 2019 or as replaced
Classification	Level 4
Reports to	Manager Corporate Services (Level 5)
Direct reports	Nil

Context

Information about Sevenoaks Senior College is available on [Schools Online](#).

For further information about the Department of Education, please visit: education.wa.edu.au.

Key responsibilities

- Produce a range of printed and online publications.
- Edit and sub-edit publications and news media communications to ensure compliance with legislative requirements and Departmental standards.
- Maintain and update the school's website and ensure published content is current.
- Develop, implement and maintain internal communication policies.
- Assist school management in ensuring the internal and external communication activities of the school are coordinated and managed effectively.
- Provide advice and support to school management on communication and liaison processes, procedures and protocols.
- Promote and coordinate school events and activities.
- Establish and maintain effective relationships with internal and external stakeholders, including print and electronic news media, to ensure the purpose, objective, values and strategies of the Department and the school are represented as accurately as possible.
- Research, develop and implement strategies to communicate school activities and achievements through the news media and internal communication channels.
- Liaise with external media to promote education best practice, initiatives and programs, and staff and student achievements.

Selection criteria

1. Demonstrated well developed skills in using a range of social media platforms to promote the College to students, parents and the wider community.
2. Demonstrated well developed written communication skills, including the ability to proofread, edit and prepare material for publication in various styles and formats and for a range of audiences.
3. Demonstrated well developed communication and interpersonal skills, including the ability to build effective relationships and networks with internal and external customers.
4. Demonstrated well developed research, conceptual and analytical skills, including the ability to think clearly and solve problems autonomously.
5. Demonstrated initiative and well developed organisational skills with the ability to work unsupervised and in a team environment to meet conflicting timeframes.

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 12 May 2022
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