



Public Relations Officer

East Kimberley College

Position number	00038842
Agreement	Department of Education (School Support Officers) CSA General Agreement 2019 or as replaced
Classification	Level 2
Reports to	Manager Corporate Services (Level 5)
Direct reports	Nil

Context

Information about the East Kimberley College is available on [Schools Online](#).

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

Key responsibilities

- Provide support in the development, implementation and management of the college's marketing plan.
- Assist in the production of the college's printed and online publications, including college newsletters and yearbooks.
- Promote college events and activities through newsletters, website and social media platforms.
- Gather and publish news, photographs and videos in accordance with the college's marketing plan.
- Establish and maintain effective relationships with print and electronic news media and other key stakeholders, both internally and externally.
- Assist college management in ensuring the internal and external communication activities of the college are coordinated effectively.
- Maintain and update the college's website, the Smartlink App and social media, ensuring published content is current.
- Assist the Manager Corporate Services to monitor the college's annual marketing budget.

- Maintain knowledge of current trends related to web design, technologies and online mediums.
- Ensure the college's brand and style guide are maintained and 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 and organisational skills with the ability to meet deadlines and prioritise tasks.
4. Demonstrated ability to work unsupervised and in a team environment to meet conflicting timeframes.
5. Demonstrated ability to maintain multimedia platforms.

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
Reference D22/0315646

