



## Marketing and Administrative Officer

### Ocean Reef Senior High School

<b>Position number</b>	00042446
<b>Agreement</b>	<a href="#">Department of Education (School Support Officers) CSA Agreement 2019</a> or as replaced
<b>Classification</b>	Level 3
<b>Reports to</b>	Manager Corporate Services (Level 6)
<b>Direct reports</b>	Nil

#### Context

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

For further information please visit the Department of Education website: [education.wa.edu.au](http://education.wa.edu.au).

#### Key responsibilities

- Provide operational support in developing, implementing and managing the school's marketing plan.
- Develop a range of school communications, publications and materials to support communication and marketing activities and events.
- Establish and maintain social media platform, including the school's Facebook page in liaison with key staff.
- Maintain and update the school's website and ensure published content is current, relevant and that associated links are active.
- Liaise with key stakeholders in the organisation of events and marketing.
- Coordinate events and marketing activities.
- Obtain contractor quotes for events and marketing and assist in evaluating tenders and contracts.
- Manage and monitor the school's annual marketing budget.
- Undertake proactive investigation and identification of funding support from local, state and national sponsorship opportunities and assist in preparing funding submissions.
- Establish and manage promotional events and marketing database.
- Maintain current knowledge of trends related to web design and technologies and other online mediums.
- Assist in managing and coordinating daily administrative operations, including providing administrative support to the principal and administrative team.
- Assist the Manager Corporate Services in administrative, financial, physical and human resources aspects of the school's operations.

## Selection criteria

1. Demonstrated experience in assisting with coordination of events and marketing activities and associated financial management and budgeting requirements.
2. Demonstrated initiative and organisational skills, including the ability to meet deadlines and prioritise tasks.
3. Demonstrated sound communication and interpersonal skills, including the ability to build and maintain positive relationships with internal and external stakeholders and suppliers.
4. Demonstrated sound conceptual, analytical and research skills, including the ability to identify appropriate solutions.
5. Demonstrated well-developed computer application skills.

## 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 May 2022  
Reference D22/0418207