



## Public Relations and Marketing Officer Coastal Lakes College

<b>Position number</b>	00039429
<b>Agreement</b>	<a href="#">Public Service and Government Officers CSA General Agreement 2017</a>
<b>Classification</b>	Level 5
<b>Reports to</b>	Manager Corporate Services (Level 5)
<b>Direct reports</b>	Nil

### Context

Imagine, Believe, Inspire and Achieve!

Opened in 2019, Coastal Lakes College provides students with access to an exceptional secondary education in their local community of Mandurah.

We are initially catering for children in Year 7, and Years 7 and 8 in the Inclusive Education Hub (Educational Support). Each year, our school will expand before catering for all students from Years 7 to 12 in 2024.

A key success indicator of our school is the strong relationships our teachers and support staff form with students, and with the community. Our high quality teaching and education programs develop their knowledge and skills, focusing on their strengths and encouraging them in their chosen pathway.

Our purpose is to ensure all students will leave our school as a confident and informed individual who is competitive and well prepared for a rapidly changing future. We ask all students to be creative and imaginative, to be a problem solver and critical thinker, encouraging them to think outside the box. We give them the skills and knowledge to succeed to be an active and informed member of society.

Students' wellbeing is our number one priority. We provide an engaging, supportive and nurturing learning environment where they will be encouraged to work with their teachers and peers to the best of their ability, achieving great outcomes. This is captured in our school values: Imagine, Believe, Inspire and Achieve.

Our school measures its effectiveness through the achievement and character of our students and our strong links with the wider community.

Our programs are delivered in new modern design and technology workshops, science laboratories, arts facilities and other state-of-the-art purpose built learning areas across the campus, ensuring a contemporary educational experience for students and their families.

Further context about Coastal Lakes College is available on “ [Schools Online](#) ”.

### **Key responsibilities**

- plans and implements marketing and stakeholder engagement programs to appropriately position Coastal Lakes College
- works collaboratively with the Principal and members of the leadership team to develop, implement and evaluate a comprehensive marketing communications strategy for the College
- provides ongoing strategic advice to the Principal on marketing, communication and stakeholder engagement matters and represents the Principal in various stakeholder forums, as required
- develops and manages a comprehensive database of stakeholders for market research and marketing purposes
- develops and maintains a style guide for consistent application to all communication tools
- in consultation with stakeholders, coordinates the production and produces a range of publications which may include advertisements, handbooks, the College’s newsletters, website and all other social media
- organises and coordinates marketing events, including attending after hours’ functions
- administers the content and regular updates on the College’s newsletters, website and all other social media

### **Selection criteria**

1. Demonstrated comprehensive experience in a service organisation in a multi-faceted communication, public relations or marketing role.
2. Demonstrated skills and experience in developing, implementing and evaluating marketing and/or communication strategies.
3. Demonstrated interpersonal, communication and negotiating skills and experience in developing and maintaining strategic partnerships and alliances.
4. Demonstrated events, project management and organisational skills.
5. Demonstrated knowledge and understanding of graphic design, print management, web publishing and database management.
6. Demonstrated ability to work independently, on multiple projects with minimal supervision.

### **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 7 March 2019  
Reference D19/0097229