



Marketing and Media Officer Geraldton Senior High School

Position number	00035601
Agreement	Department of Education (School Support Officers) CSA General Agreement 2017 or as replaced
Classification	Level 3.
Reports to	Manager Corporate Services (Level 5)
Direct reports	Nil

Context

Geraldton Senior High School caters for students in Years 7, 10, 11 and 12 and will further expand in 2020 (Year 8) and 2021 (Year 9) enabling young people to complete their entire secondary education at our school.

Our belief is that every child is unique with experience, learning styles and goals. From this we provide a broad comprehensive education with pathways leading to attainment of an Australian Tertiary Admission Rank (ATAR), Vocational Education and Training (VET) qualifications or future employment. We encourage each student to participate in a range of state and national competitions, and to take up extra-curricular activities in music, drama, dance and sport.

The major objectives of the Department are to achieve excellence in the public school system and to provide access for all Western Australian students to a quality education irrespective of their background or geographical location.

The Department is committed to achieving these objectives by:

- attracting and retaining a highly skilled and capable workforce
- supporting all learners to achieve their full potential, including those with special educational needs and interests
- ensuring all public schools maintain excellence in the quality of education and the teaching and learning environment.

Further information about Geraldton Senior High School is available on [Schools Online](#).

Visit education.wa.edu.au to find out more information about the Department of Education.

Key responsibilities

- provides operational support in the development, implementation and management of the School's Marketing Plan
- coordinates promotional events and marketing activities, including Premier and Parliamentary Officer visits and parent and student information sessions
- obtains contractor quotes for events and marketing and assists in the evaluation of tenders and contracts
- manages and monitors the School's annual marketing budget
- liaises with key stakeholders in the organisation of promotional events and marketing
- undertakes proactive investigation and identification of funding support from local, state and national sponsorship opportunities and assists in the preparation of funding submissions
- establishes and manages the promotional events and marketing database
- develops a range of School communications, publications and materials to support marketing activities and events
- maintains and updates the School's website and ensures published content is current, relevant and that associated links are active
- maintains current knowledge of trends related to web design and technologies and other online mediums.
- prepares segments of the School's Annual Report and assists in the overall production of the document.

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 21 June 2019
Reference D19/0251305