



Marketing and Media Officer

Busselton Senior High School

Position number	00043017
Agreement	Public Sector CSA Agreement 2021 or as replaced
Classification	Level 3
Reports to	Manager Corporate Services (Level 5)
Direct reports	Nil

Context

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

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

Key responsibilities

- Provide operational support in the development, implementation and management of the School's Marketing Plan.
- Coordinate promotional events and marketing activities.
- Liaise with key stakeholders to organise promotional events and marketing.
- Undertake the coordination of school events.
- Undertake proactive investigation and identification of funding support from local, state and national sponsorship opportunities and assist in the preparation of funding submissions.
- Establish and manage promotional events and marketing database.
- Develop a range of communications, publications and materials to support marketing activities and events.
- Maintain and update the School's website, software applications and social media platforms to ensure published content is current, relevant and that associated links are active.
- Undertake research to identify current trends related to web design and technologies and other online mediums.
- Maintain, edit and sub-edit publications and news media communications to ensure compliance with Department standards.
- Prepare segments of the School's Annual Report and Year Book and assist in the overall production.
- Prepare a range of printed and online publications.
- Establish and maintain effective relationships with print and electronic news media.

- Assist the Manager Corporate Services in coordinating diverse daily operations, including administrative tasks.

Selection criteria

1. Demonstrated skills and experience in using photographic equipment.
2. Demonstrated experience in coordinating events and marketing activities.
3. Demonstrated knowledge of content management systems and ability to manage and maintain information systems, including websites and databases.
4. Demonstrated initiative and sound organisational skills, including the ability to prioritise tasks to meet deadlines.
5. Demonstrated sound communication and interpersonal skills, including the ability to build and maintain positive relationships with internal and external stakeholders and suppliers.
6. Demonstrated sound research, conceptual, analytical and problem solving skills, including the ability to think clearly and solve problems autonomously.

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 3 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 6 months of appointment
- complete the Department's Aboriginal and Torres Strait Islander cultural awareness online course within 3 months of commencement.

Certification

The details contained in this document are an accurate statement of the responsibilities and other requirements of the position.

ENDORSED

Date 20 October 2022
Reference D22/0789434