



Marketing and Administration Support Officer Western Australian College of Agriculture - Denmark

Position number	00042314
Agreement	Department of Education (School Support Officers) CSA Agreement 2019 or as replaced
Classification	Level 2
Reports to	Manager Corporate Services (Level 5)
Direct reports	Nil

Context

Western Australian College of Agriculture – Denmark (the College) provides Year 10, 11 and 12 students with a unique educational experience focused on innovation and excellence. The College is located just east of the town centre of Denmark, 420kms south of Perth. Students are offered the opportunity to achieve the best possible educational outcomes within the context of a commercially operating farm, state of the art trade training workshops, undercover equestrian facility, and a robotic dairy. The College operates at capacity with a full residential facility supplemented by local students attending as day students.

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

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

Key responsibilities

Marketing

- Assist with the development and production of a range of printed and online materials to support marketing activities and events for the college.
- Assist with editing and sub-editing publications and news media communications to ensure Departmental policies and guidelines are adhered to.
- Assist with coordinating school events and activities, such as the ball, ANZAC ceremonies and presentation evenings.
- Gather and publish news items, photographs and videos adhering to the college's marketing plan and the Department's communication standards.
- Establish and maintain effective relationships with print and electronic news media and other key stakeholders, both internally and externally.

- Maintain and update the college's website, software applications and social media, ensuring published content is current, relevant and that associated links are active.
- Assist the college executive maintain the college's brand and style guide to be consistent with the Department's priorities and values.

Administrative Support

- Administer library systems to keep up to date records and maintain library resources so they are accessible and available to students, staff, and parents at all times.
- Supervise small groups of students outside lesson times or in class learning activities relating to the library.
- Prepare correspondence, newsletters, notices, and other school materials.
- Prepare segments of the school's Annual Report and assist in the overall production of the document.
- Undertake student-related activities, including providing information, advice, and collating documentation for enrolment of new students.
- Develop and maintain effective working relationships with internal and external stakeholders.
- Establishes practices and procedures to ensure confidentiality and security of sensitive material.

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 30 March 2022
Reference D22/0271282