



Public Relations Officer

John Forrest Secondary College

Position number	00038942
Agreement	Department of Education (School Support Officers) CSA Agreement 2021 or as replaced
Classification	Level 2
Reports to	Manager Corporate Services (Level 6)
Direct reports	Nil

Context

John Forrest Secondary College (SC) is an Independent Public School based in Morley which offers a vibrant and dynamic learning experience for students. John Forrest SC is committed to developing excellent learning experiences through quality staff, resources, facilities and diverse education and training.

Further Information about John Forrest Secondary College is available on [Schools Online](#) and our website [Home - John Forrest Secondary College](#)

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

Key responsibilities

- Provide support in developing, implementing and managing the college's marketing plan.
- Assist in the production of the college's printed and online publications, including newsletters, student planner and yearbooks.
- Promote college events and activities through newsletters, website and social media platforms.
- Gather and publish news, photographs and videos in accordance with the college's marketing plan.
- Establish and maintain effective relationships with print and electronic news media and other key stakeholders, both internally and externally.
- Assist school management in ensuring the internal and external communication activities of the college are coordinated effectively.
- Maintain and update the college's website and social media, ensuring published content is current.
- Assist the Manager Corporate Services to monitor the college's annual marketing budget.

- Maintain knowledge of current trends related to web design, technologies and online mediums.
- Ensure the college's brand and style guide are maintained and consistent.
- Assist with coordinating college events, such as the ball, ANZAC ceremonies and presentation evenings.
- Assist with student-related administration such as maintaining student attendance records, generating routine reports and correspondence related to absenteeism and assisting with student enrolment procedures.

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 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 8 May 2023
Reference D23/1108155