



Marketing and Media Officer

Harrisdale Senior High School

Position number	00040660
Agreement	Department of Education (School Support Officers) CSA General Agreement 2021 or as replaced.
Classification	Level 3
Reports to	Manager Corporate Services (Level 6)
Direct reports	Nil

Context

Harrisdale Senior High School is a newly established Independent Public School within the rapidly growing community of Harrisdale. Staff, students and the community are committed to the pursuit of excellence and preparing young adults to engage confidently and responsibly in an ever-changing global community.

Harrisdale Senior High School is one of eight WA Public Private Partnership (PPP) schools. The school is built, financed and maintained by project company EduWest. While the partnership is a very different way of delivering education facilities in the State, the students' education remains the responsibility of the Department of Education, and the Principal, teachers and staff are employed by the Department of Education as they are in all public schools.

Information about Harrisdale 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

- Provide operational support in the development, implementation and management of the school's Marketing Plan.
- Coordinate promotional events and marketing activities effectively and in a timely manner.
- Liaise effectively with key stakeholders to organise promotional events and marketing.
- Undertake proactive investigation and identification of funding support from local, state and national sponsorship opportunities and assists in the preparation of funding submissions.
- Assist in the preparation of submissions for various awards.

- Establish and manage the promotional events and marketing database.
- Develop a range of communications, publications and materials to support marketing activities and events for the school, ensuring consideration is given to target audiences and the type of event.
- Establish and maintain effective communication networks with internal and external stakeholders to ensure accuracy and timeliness of online communications.
- Maintain and update the school's website 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.
- Prepare segments of the school's Annual Report and assists in the overall production of the document.
- Establish and maintain effective relationships with print and electronic news media.

Selection criteria

1. Demonstrated experience in coordinating events and marketing activities and associated financial management and budgeting requirements.
2. Demonstrated knowledge of content management systems and ability to manage and maintain information systems including websites and databases.
3. Demonstrated initiative and sound organisational skills, including the ability to prioritise tasks to meet deadlines.
4. Demonstrated sound communication and interpersonal skills, including the ability to build and maintain positive relationships with internal and external stakeholders and suppliers.
5. 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 16 May 2023
Reference D23/1149488