

Media and Marketing Officer

Gwynne Park Primary School

Position number	00043931
Agreement	Department of Education (School Support Officers) CSA Agreement 2022 or as replaced
Classification	Level 2
Reports to	Manager Corporate Services (Level 4)
Direct reports	Nil

Context

Information about Gwynne Park Primary School is available on [Schools Online](#).

Further information about the Department of Education is available at education.wa.edu.au.

Key responsibilities

- Provide support to develop, implement and manage the school's marketing plan.
- Assist with the development and production of a range of printed and online materials to support marketing activities and events for the school.
- 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 ANZAC ceremonies, and presentation evenings.
- Assist with the preparation of submissions and various awards.
- Gather and publish news items, photographs and videos adhering to the school'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.
- Assist the school executive team to coordinate internal and external school communication activities.
- Maintain and update the school's website, software applications and social media, ensuring published content is current, relevant and that associated links are active.
- Maintain knowledge of current trends related to web design, technologies, and online mediums.
- Assist the school executive to maintain the school's brand and style guide to be consistent with the Department's priorities and values.
- Provide administration support to the school executive team.

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 September 2023
Reference D23/1521186