



Marketing and Communications Officer

School of Isolated and Distance Education

Position number	00044500
Agreement	Public Sector CSA Agreement 2022 or as replaced
Classification	Level 5
Reports to	Manager Business Operations (Level 6)
Direct reports	Various

Context

Information about School of Isolated and Distance Education (SIDE) is available on [Schools Online](#).

Visit education.wa.edu.au for more information about the Department of Education.

Key responsibilities

- Provide strategic marketing advice to the School Executive team.
- Plan and implement marketing and stakeholder engagement programs to appropriately position SIDE.
- Work collaboratively with the School Executive team to develop, implement and evaluate a comprehensive marketing communications strategy for SIDE.
- Provide ongoing strategic advice to the School Executive team on marketing, communication and stakeholder engagement matters.
- Develop and manage a comprehensive database of stakeholders for marketing purposes.
- Develop and maintain a style guide consistent with the Communication style guide.
- In consultation with stakeholders, prepare publication/production materials and produce a range of communication tools which may include advertisements, website, annual report, business plan and regular newsletters.
- Attend after hours functions.
- Develop and maintain promotional materials and conduct market research.
- Monitor and manage staff leave entitlements to ensure accrued leave is cleared within a reasonable timeframe and in accordance with relevant awards, agreements and Departmental policy.
- Manage staff performance in accordance with the Public Sector Performance Management Standard and Departmental policy.

Selection criteria

1. Demonstrated experience in a medium sized service organisation in a multi-faceted communications marketing role.
2. Demonstrated skills and experience in developing, implementing and evaluating marketing and/or communication strategies.
3. Demonstrated well developed communication and interpersonal skills and experience in developing and maintaining strategic partnerships and alliances.
4. Demonstrated well developed events, project management and organisational skills, including the ability to work on multiple projects with minimal supervision.
5. Demonstrated experience at an advanced level with the use of design and publishing software.
6. Demonstrated experience and understanding of brand management, graphic design principles, print production, website, social media management and database management.

Eligibility and training requirements

Employees will be required to:

- consent to a Nationally Coordinated Criminal History Check and obtain a current Screening Clearance Number issued by the Department of Education's Screening Unit 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 and every 3 years thereafter
- 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 7 February 2024
Reference D24/0096824