



## Marketing and Media Officer Cannington Community College

<b>Position number</b>	00042345
<b>Agreement</b>	<u>Department of Education (School Support Officers) CSA Agreement 2019</u> or as replaced
<b>Classification</b>	Level 3
<b>Reports to</b>	Manager Corporate Services (Level 5)
<b>Direct reports</b>	Nil.

### Context

Cannington Community College is situated in the heart of Cannington's business precinct and caters for students from Kindergarten to Year 10. The College is the only public school of this type in the inner metropolitan area of Perth. The College enrolls students from a very diverse range of cultural backgrounds and has programs that cater for a wide variety of student needs. Our belief is that every child is unique and can learn successfully. We uphold the values of Respect, Pride, Excellence and Responsibility and ensure that our students have a voice in their learning experiences at the College.

At Cannington Community College we encourage critical thinking and problem solving, and provide a comprehensive curriculum to our K-10 students. Our highly experienced teaching and support staff are passionate about the learning and development of our students. We use the latest teaching methods and combine real-life, relevant examples and experiences so that students can relate to the work they do and are better prepared after they successfully complete their schooling with us.

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

Further information is available at [education.wa.edu.au](http://education.wa.edu.au)

### Key responsibilities

- Provide operational support in the development, implementation and management of the college's Marketing Plan.
- Coordinate promotional events and marketing activities, including Premier and Parliamentary Officer visits and parent and student information sessions.
- Obtain contractor quotes for events and marketing and assist in the evaluation of tenders and contracts.
- Liaise with key stakeholders in the organisation of promotional events and marketing.

- Undertake proactive investigation and identification of funding support from local, state and national sponsorship opportunities and assist in the preparation of funding submissions.
- Establish and manage the promotional events and marketing database.
- Develop a range of college communications, publications and materials to support marketing activities and events.
- Assist with proof reading, copy writing, editing copy and information collection for production of the college newsletter and e/letter.
- Develop and maintain a record of college produced photographic images and other media materials.
- Maintain and update the college's website and ensure published content is current, relevant and that associated links are active.
- Manage and monitor the college's annual marketing budget.
- Maintain and update the college's Facebook page and respond to messages in liaison with key staff when required.
- Maintain current knowledge of trends related to web design and technologies and other online mediums.
- Prepare segments of the college's Annual Report and assist in the overall production of the document.

### **Selection criteria**

1. Demonstrated experience in assisting with coordination of events and marketing activities and associated financial management and budgeting requirements.
2. Demonstrated initiative and organisational skills, including the ability to meet deadlines and prioritise tasks.
3. Demonstrated sound communication and interpersonal skills, including the ability to build and maintain positive relationships with internal and external stakeholders and suppliers.
4. Demonstrated sound conceptual, analytical and research skills, including the ability to identify appropriate solutions.
5. Demonstrated well-developed computer application skills.

### **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 14 April 2022  
Reference D22/0308961