



Marketing and Media Officer

Churchlands Senior High School

Position number	00035537
Agreement	Department of Education (School Support Officers) CSA General Agreement 2019 or as replaced.
Classification	Level 3
Reports to	Manager Corporate Services Churchlands Senior High School (Level 6)
Direct reports	Nil

Context

Churchlands Senior High School is an Independent Public School that enjoys an outstanding reputation for its academic, sporting and cultural achievements. The Gifted and Talented music program is regarded internationally as one of excellence and has outstanding facilities to support over 300 music students. The school Churchlands achieves excellence in sport, regularly holding both A grade swimming and athletics championships.

Churchlands SHS aims to develop a school community that encourages personal, social and environmental responsibilities. The school is committed to providing a caring and supportive environment that challenges students to achieve personal excellence in all endeavours and to be active citizens of the local and global community.

The school has policies, procedures and programs that support a vision for the future, particularly the Art of Teaching program that involves reflective practice to improve teaching and learning, and innovative directions in Information Technology. Staff at Churchlands maintain significant programs, including community service programs such as the 24 hour walk, after school sports, after school study classes and a large number of international study, sporting and cultural tours.

Information about Churchlands 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 and Skoolbag application 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 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 13 July 2020
Reference D20/0337759