



Public Relations Officer

South Ballajura Education Support Centre

Position number	00045071
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

South Ballajura Education Support Centre (ESC) is a primary school for students with disability. Our motto is 'Learning together - Growing together' which encompasses our key values of belonging, achievement and growth. The ESC is co-located with South Ballajura Primary School and we work closely together to develop an inclusive campus. Our school community embrace diversity, inclusivity and culture through whole school events.

Information about South Ballajura ESC is available on [Schools Online](#).

Visit education.wa.edu.au to find out more information about the Department of Education.

Key responsibilities

- Provide support in developing and managing the school's marketing and business plan.
- Assist with the production of the school's printed and online publications and promotional material consistent with the Departmental standards.
- Gather, research and publish news, photographs and video's in accordance with the schools marketing plan.
- Research and analyse school performance data and prepares reports.
- Promote school events and activities through newsletters, website and social media platforms.
- Assist school leadership in ensuring internal and external school communication activities are coordinated effectively.
- Assist the Manager Corporate Services to monitor the school's annual marketing budget and provides clerical support, including database, information communication and records administration, as business needs arise.
- maintains and updates the school's website to ensure published content is current.
- Maintain knowledge of current trends related to web-based communication technologies.
- Develop and maintain effective relationships with the school community.
- Ensure the school brand and style guide are maintained and remain consistent.

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 ability to maintain multimedia platforms.
4. Demonstrated initiative and organisational skills with the ability to work unsupervised and meet deadlines by prioritising tasks.

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 19 September 2024
Reference D24/0693102