



## Media and Communications Officer

Mount Lawley Senior High School

<b>Position number</b>	00046175
<b>Agreement</b>	<a href="#">Department of Education (School Support Officers) CSA Agreement 2022</a> or as replaced
<b>Classification</b>	Level 4
<b>Reports to</b>	Associate Principal (Level 4)
<b>Direct reports</b>	Nil

### Context

Founded in 1955, Mount Lawley Senior High School is located 5 kilometres north of the Perth CBD. It comprises three sub- schools: Years 7 and 8, Years 9 and 10 and Years 11 and 12. It hosts a Gifted and Talented Languages programs, a Specialist Visual and Performing Arts program, a Music program and the innovative Aboriginal Excellence Program.

A premier school in Western Australia, Mount Lawley Senior High School offers a breadth of curriculum choices and has a rich history of student success and achievement. A major strength of the school is its strong links and partnerships with parents and the broader community. Parents continue to play a key role in planning for the future and participate in all aspects of school life. All staff at Mount Lawley Senior High School are committed to the provision of learning programs that cater for all post-school destinations including university, State Training Providers and employment.

With the school vision of Inspire to Aspire and a motto of Truth and Courtesy, there is an expectation that staff and students commit to the attainment of personal best and excellence in all aspects of school life.

Further information about Mount Lawley Senior High School is available on [Schools Online](#).

Visit [education.wa.edu.au](http://education.wa.edu.au) to find out more information about the Department of Education.

### Key responsibilities

- Produce a range of school printed and online publications, including capturing photographic images for promotional material and social media posts.
- Edit and sub-edit publications and news media communications to ensure compliance with legislative requirements and Department standards.

- Liaise with external media to promote education best practice, initiatives and programs, and staff and student achievements.
- Coordinate and manage internal and external communication of school activities.
- Promote and coordinate school events and activities.
- Maintain and update the school's online content, ensuring published content is current.
- Provide advice and support to school management on communication processes, procedures and protocols for the school.
- Develop, implement and maintain communication policies, processes, procedures and protocols for the school incorporating the Department's writing style guide.
- Research, develop, implement, monitor and evaluate strategies to communicate school activities and achievements through the news media, social media and internal communication channels.
- Establish and maintain effective relationships with internal and external stakeholders, including print and electronic news media.

### **Selection criteria**

1. Demonstrated skills and experience within a journalism or media environment, including the ability to use photographic equipment.
2. Demonstrated well developed written communication skills, including the ability to proofread, edit and prepare material for publication in various styles and formats and for a range of audiences.
3. Demonstrated well developed communication and interpersonal skills, including the ability to build effective relationships and networks with internal and external customers.
4. Demonstrated well developed software application skills, including experience in web technology and on-line publications.
5. Demonstrated sound initiative and organisational skills with the ability to work unsupervised and in a team environment to meet conflicting timeframes.

### **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            31 October 224  
Reference    D24/0829120