



Marketing and Media Officer

Aveley Secondary College

Position number	00046940
Agreement	Department of Education (School Support Officers) CSA Agreement 2022 or as replaced
Classification	Level 3
Reports to	Manager Corporate Services (Level 6)
Direct reports	Nil

Context

Information about Aveley Secondary College 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 college'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 college, 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 college's website, software applications and social media platforms 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 college's Annual Report and Year Book and assist in the overall production.
- Establish and maintain effective relationships with print and electronic news media.
- Assist with proof reading, copy writing, editing copy and information collection for production of the college's communications.
- Assist the Manager Corporate Services in coordinating diverse daily operations, including administrative tasks.

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:

- 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 10 January 2025
Reference D25/0107977