



Media and Marketing Officer Dalyellup College

Position number	00047113
Agreement	Department of Education (School Support Officers) CSA Agreement 2022 or as replaced
Classification	Level 2
Reports to	Manager Corporate Services (Level 5)
Direct reports	Nil

Context

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

Further information about the Department of Education is available at education.wa.edu.au.

Key responsibilities

- Provide support to develop, implement and manage the college's marketing plan.
- Assist with the development and production of a range of printed and online materials to support marketing activities and events for the college.
- Assist with editing and sub-editing publications and news media communications to ensure Department policies and guidelines are adhered to.
- Assist with coordinating college events and activities, such as the ANZAC ceremonies, and presentation evenings.
- Assist with the preparation of submissions and various awards.
- Gather and publish news items, photographs and videos adhering to the college's marketing plan and the Department's communication standards.
- Establish and maintain effective relationships with print and electronic news media and other key stakeholders, both internally and externally.
- Assist the college executive team to coordinate internal and external school communication activities.
- Maintain and update the college's website, software applications and social media, ensuring published content is current, relevant and that associated links are active.
- Maintain knowledge of current trends related to web design, technologies, and online mediums.
- Assist the college executive to maintain the college's brand and style guide to be consistent with the Department's priorities and values.
- Provide administration support to the college executive team.

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 initiative and organisational skills with the ability to meet deadlines and prioritise tasks.
4. Demonstrated ability to work unsupervised and in a team environment to meet conflicting timeframes.
5. Demonstrated ability to maintain multimedia platforms.

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 5 March 2025
Reference D25/0238135