

POSITION DESCRIPTION

Marketing and Communications Officer



About St John's Anglican College

St John's Anglican College is the leading Kindergarten to Year 12 coeducational school in south west Brisbane and is an International Baccalaureate World School for the Primary Years and Middle Years Programs. St John's Anglican College strives to provide an extraordinary, globally innovative and future-focused education from Kindergarten to Year 12. Our graduates are well educated, respectful, resilient and compassionate; equipped to be people of influence in their communities. Our teachers care about their students and are leaders in learning, focused on providing the best possible educational environment and ensuring that each child's academic potential is maximised. We value and acknowledge the skills, energy and commitment of our employees. Accordingly, we seek to attract, develop and retain staff of the highest calibre and provide a working environment that enables them to maximise their contribution to achieving the College's vision, mission and values.

Student Protection

Anglican schools support the rights of children and young people and are committed to ensure the safety, welfare and wellbeing of students. Anglican schools are therefore committed to responding to allegations of student harm resulting from the conduct or actions of any person including that of employees. This commitment includes the provision of a safe and supportive living and learning environment for all students and requires all employees, volunteers and visitors to model and encourage behaviour that upholds the dignity and protection of students from harm.

POSITION DETAILS	
Department:	Marketing and Development
Location:	Secondary campus
Position reports to:	Manager Marketing and Development
Positions reporting to this role:	Nil
Status:	Permanent, Full Time
Salary Level:	Level 5 - Support Staff Classification Structure
Academic Qualifications required:	Bachelor of Communications or similar and/or extensive equivalent experience.
Required experience:	Previous demonstrated experience in a communications role and graphic design skills with experience in Adobe Creative Suite (CC), InDesign, Photoshop, Acrobat and Photoshop. Proficient in Microsoft Office Suite.
Special Conditions:	Some out of hours work is required, which has been taken into account in setting the remuneration level.

Purpose of the position

Reporting to the Manager Marketing and Development, the Marketing and Communications Officer provides high quality in-house graphic design and production of all marketing and communications collateral for the College. This role supports the College's Marketing and Development function and acts to maintain and enhance the image and good standing of St John's Anglican College within the community. Standards are to be maintained at the highest level, supporting the vision, values and objectives of St John's. In accordance with organisational values, all responsibilities will be undertaken in a way that reflects ethical behaviour, quality service, a caring environment and values people.

The Marketing and Communications Officer is accountable for excellence in communications that enhances the College's reputation; developing, monitoring and maintaining communication channels; quality and timeliness of responses to enquiries; efficiency of procedures used in supporting the Marketing and Development function; accuracy of communications including marketing collateral and assisting to devise suitable strategies and reporting metrics regarding College marketing strategies.

Duty of Care

The Marketing and Communications Officer will contribute to the College's duty of care for both staff and students by adhering to all requirements relating to the development of an environment which is free from the risk of injury, harm and/or disease as required by the Work Health and Safety and Child Protection Acts and relevant College policies and practices.

College Expectations

Administration staff at St John's Anglican College will be:

- Supportive of the Aims and Philosophy of the College
- Supportive of the Christian values and ethos of the College
- Focused on the needs of the College's clients
- Maintainers of the confidentiality of the team
- Facilitators of positive and productive College community relationships
- Focused on developing a culture of excellence

DOMAINS OF PROFESSIONAL RESPONSIBILITY

The Marketing and Communications Officer is responsible for meeting the following domains of professional responsibility. These responsibilities should be read within the context of the Statement of Principles of Effective Support Services below.

Student Protection:	The Marketing and Communications Officer will know, understand, apply and abide by all requirements of the Student Protection in Anglican Schools Policy and Procedures.
Commitment to the College Vision and Goals:	The Marketing and Communications Officer demonstrates a commitment to the College aims and philosophy in holistic education and supports the College's worship and value based approaches. The Development Officer will embrace change and support College development, with a particular focus on building positive and productive relationships with the College community including: Old Collegians, children and their families.

Position Description Marketing and Communications Officer

Collaboration within the Learning Community:	The Marketing and Communications Officer contributes to the creation and maintenance of a collaborative and supportive learning community; upholding the values and standards of the learning community.
Development of the College Community:	The Marketing and Communications Officer will provide effective management of the College's relationships with parents and other stakeholders. The Marketing and Communications Officer develops a climate of warmth, hospitality and client service within St John's Anglican College; building positive and productive relationships with students, staff, parents, sponsors and the wider community.
Marketing and Communications:	<p>The Marketing and Communications Officer will play an integral role in the production of communications and marketing collateral that support the College's activities. The incumbent will coordinate all resource requirements and maintain and enhance St John's public relations profile. This includes:</p> <ul style="list-style-type: none"> • designing advertisements and assisting in developing an advertising schedule; • developing and delivering graphic design artwork for flyers, brochures, publications, event invitations, programs, yearbook, PowerPoints for both print and online platforms; • digital marketing including the management of St John's social media channels; • reporting on analytics for digital marketing; • writing for publicity, marketing and communications; • developing and distributing daily e-correspondence to College families; • developing, editing and distributing bi-annual College magazine • website content maintenance; • content management for the College App; • content collation for the College Yearbook; • Photographing community and student related events; • providing administrative assistance as directed by the Manager Marketing and Development; • Supplier liaison (printers, photographers and videographers)
Service Delivery:	The Marketing and Communications Officer will assist with the development, implementation and management of processes to evaluate the effectiveness of the College's marketing and communications.
Developing the College and Securing Prospective Enrolments:	The Marketing and Communications Officer assists with developing the College's relationships with parents and other stakeholders by providing customer focused services in all areas of responsibility; ensuring that any questions raised are answered promptly. The incumbent maintains an understanding of the College's organisation and operation, curricular and extracurricular initiatives, and future goals to promote them through appropriate channels. The Marketing and Communications Officer will attend regular meetings with their manager to provide updates regarding marketing and communications.
Office Management:	The Marketing and Communications Officer maintains an efficient and well organised office for the Marketing and Development function in an environment where confidentiality, responsiveness and flexibility are essential, by ensuring that policies and office procedures are adhered to effectively and efficiently.
<p>All employees recognise and accept that multi-skilling is an essential component of employment with the College and that they may be required to undertake duties that are outside their normal position description but within their skills, competency and capability.</p>	

SELECTION CRITERIA/COMPETENCIES

The ideal candidate will possess the following competencies, skills, qualifications and experience.

- Demonstrated experience in a similar role with relevant tertiary studies or equivalent significant work experience.
- Demonstrated graphic design skills with experience in Adobe Creative Suite (CC), InDesign, Photoshop and Acrobat
- Experience with HTML
- Proficient in Microsoft Office Suite
- Skills in the development of appropriate marketing collateral and maintaining appropriate communication channels.
- Excellent written and verbal communication skills
- Demonstrated knowledge and experience in pre-press and print production
- Ability to understand and follow brand guidelines
- Ability to work to tight deadlines and across concurrent projects, with exceptional attention to detail.
- Ability to work autonomously on specified projects and campaigns.
- Demonstrated interpersonal skills, including conflict resolution and negotiation.
- Well-developed analytical, conceptual and problem-solving skills and a growth mindset.
- Proven ability to handle and maintain workplace confidentiality.
- Ability to exercise initiative and judgement.
- Ability to work as part of a small professional team and to develop effective working relationships across both internal and external networks.
- Integrity, diplomacy and sensitivity in communicating with a wide range of internal and external clients.
- Apply expertise to actively contribute to a multifaceted workplace.
- Ability to demonstrate technical skills to others in the team.
- Professional presentation always.
- Supportive of a Christian ethos.
- The ability to obtain and maintain a Working with Children Blue Card.

St John's Anglican College Statement of Effective Support Services

The College believes that the success of support staff will occur when they are committed to the provision of quality professional services for staff, students and families, which adds value to the College's operations and programs. This will be achieved through:

- Providing quality client service
- Pastorally caring for students as appropriate
- Supporting teacher's work
- Working efficiently and harmoniously
- Participating in and supporting teamwork
- Being flexible and open to learn new ways
- Embracing fully the use of technology

Critical to our success will be an approach that:

- Embodies the values and standards of the College
- Adopts a personal approach to client service
- Demonstrates efficiency, accuracy and competency in our work
- Is proactive
- Seeks continuous improvement through opportunities for training and development

Important information

People who work for St John's Anglican College must comply with the Code of Conduct, relevant legislation, policies and procedures.

- A Safe Ministry Check will be conducted on recommended candidates in relation to any circumstances which exist that may conflict with the candidate's employment at St John's Anglican College.
- People appointed to this position must have the ability to successfully obtain and maintain a Working with Children Blue Card in accordance with the *Working with Children (Risk Management and Screening) Act 2000*.