

MISSION STATEMENT

Newman College is a Catholic School educating in the Marist Tradition which endeavours to lead students to know and love Jesus Christ. With Mary as our model in faith, we encourage students to grow into the fullness of their humanity in an educational environment where they feel welcomed, accepted and valued.

ROLE DESCRIPTION

INSTRUCTIONS

1. Read the Role Description carefully.
2. If you need anything clarified, ask the Leader Marketing, Engagement and Communications
3. As the needs of the College evolve your Role Description may need to be revised. This would occur in collaboration between you and College Executive Team.

NAME		
ROLE TITLE	Marketing Officer	
ACCOUNTABLE TO	Principal	
DIRECTION FROM	Leader Marketing, Engagement and Communications	
DEPARTMENT	Development and Engagement	
MAIN PEOPLE INTERACTIONS	INTERNAL Senior Leadership Team Leader of Marketing, Engagement and Communications Archives and Alumni Enrolments Students Teaching and Support Staff	EXTERNAL Parents Prospective Families Suppliers and Service Providers
ROLE PURPOSE	The Marketing Officer is responsible for providing efficient and professional administration support to the Development Team which encompasses Enrolments, Community Engagement, Marketing and Communications, Public Relations, Content Creation and College Events.	
EXPECTED BEHAVIOURS AND ATTITUDES	<ol style="list-style-type: none"> 1. Actively works to promote the charism of Saint Marcellin Champagnat and the mission and life of the Catholic Church within the College; 2. Actively supports the Marist Association of Saint Marcellin Champagnat; 3. Actively promotes the College's Evangelisation Plan; 4. Actively supports a child safety culture, with a zero tolerance for child abuse; 5. Complies with: <ul style="list-style-type: none"> ▪ Marist Schools Australia Policy Statements. ▪ Catholic Education Commission of Western Australia Policy Statements. ▪ Newman College Policy Statements, Procedures and Code of Conduct for Staff; 6. Adheres to workplace health and safety procedures and actively contributes to maintaining a safe, healthy and tidy environment; 7. Maintains open communication and works collaboratively with others within the Development Team to foster team-work and morale; 8. Maintains a commitment to continuously improve services and pursue excellence; 	

	9. Seeks opportunities for professional development.
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KEY ROLE RESPONSIBILITIES (TASK FOCUS AREAS TO BE DEMONSTRATED)	
ACTIVELY SUPPORT COLLEGE OPERATIONS	<ul style="list-style-type: none"> Compliance with all relevant legislative and regulatory obligations. Completion of administrative and operational activities in alignment with College requirements. A willingness to undertake tasks as requested by the Principal or their delegate. Flexibility in the workplace, open to new ideas and concepts, to working independently or as part of a team, and to carrying out multiple tasks or projects.
COMMUNICATIONS AND DESIGN	<ul style="list-style-type: none"> Assistance managing the College App as required Prepare, coordinate, design and copy content production for digital and social media assets, and advertising campaigns. Promotion of college events and activities. Provide graphic design and visual activity support to the Development team Assist in development of Student Led podcast initiative Ensure adherence to Newman College Style and Brand guidelines Provide communications, social media and event management support as required Photography of all major college events internal and external
LIAISON WITH THE PARENT AND WIDER COMMUNITY	<ul style="list-style-type: none"> Ongoing development of productive relationships with appropriate community bodies including, but not limited to: <ul style="list-style-type: none"> Marketing network and printing companies. Internal staff relationships
COLLEGE WEBSITE	<ul style="list-style-type: none"> Update, maintain and develop the College Website, keeping pace with contemporary technological developments. Ensure the latest news and coming events are communicated to the College Community in a timely manner. Explore more contemporary and relevant College websites for future upgrade at Newman College, including the delivery of weekly news.
PUBLICATIONS	<ul style="list-style-type: none"> Other Publications <ul style="list-style-type: none"> Supply material to the Leader of Marketing, Communications and Engagement for inclusion in local newspapers, media and other education publications including, but not limited to, Lavalla, Catholic Education Circular. Media monitoring.\ Marketing publications I.e Vision Documents, WACE Newman College Newsletter
SOCIAL MEDIA	<ul style="list-style-type: none"> Constant perusal and monitoring of all social media platforms. Create editorial for newsfeeds and upload appropriate photographs. Regularly survey the Newman Community for feedback on the effectiveness of College Website news, Facebook, Twitter and Instagram as communication tools.
OTHER DUTIES	<ul style="list-style-type: none"> Undertake other duties as directed by Senior Leadership Team.

CRITERIA

QUALIFICATIONS	<ul style="list-style-type: none"> ▪ Year 12 (Secondary) Certificate ▪ Relevant tertiary qualification in Marketing, Communications and Public Relations (Desirable)
KNOWLEDGE AND EXPERIENCE	<ul style="list-style-type: none"> ▪ Experience in a similar role. ▪ Knowledge of MAZE, SEQTA and MS Office applications
SKILLS AND ABILITIES	<ul style="list-style-type: none"> ▪ A minimum 2 years Graphic Design experience working across a range of platforms including CANVA, and Adobe Creative Suite ▪ Demonstrated photography and editing experience (DSL highly desirable) ▪ Knowledge of Social Media channels and trends ▪ Podcast production experience desirable but not essential ▪ High standard of ICT competency; database management. ▪ Highly developed interpersonal, written and verbal communications skills ▪ Highly developed time management and organisational skills ▪ Able to multi-task and calmly work under pressure ▪ Demonstrated ability to work autonomously and as part of a team ▪ Able to problem solve and use initiative ▪ Able to maintain strict confidentiality
STATUTORY REQUIREMENTS	<ul style="list-style-type: none"> ▪ Working with Children Screen Check ▪ National Criminal History Record Check

STATUS	
EBA	The Trustees of the Marist Brothers Southern Province Non-Teaching Staff Enterprise Bargaining Agreement 2014 as amended or replaced from time to time.
Classification	Administrative and Technical Officers Level 4
FTE / Work Arrangement	<ul style="list-style-type: none"> ▪ 48 weeks per year (full-time) ▪ Hours are Monday to Friday 8.00 am to 4.00 pm
RD Version No./Date	Converted to new format November 2020 Revised Date December 2023