

Maitland Lutheran School

Enriching Education – Embracing Community



"Feed My Lambs" John 21:15

ROLE DESCRIPTION AND EMPLOYEE SPECIFICATION

DETAILS	
Title of Role:	Communications and Marketing Officer
Classification:	Lutheran Schools Officer. Grade dependent on skill level of applicant.
Tenure:	Permanent ongoing
Reports To:	Business Manager
Commencement Date:	To be negotiated with applicant

SUMMARY

Maitland Lutheran School is a growing co-educational Foundation – Year 12 School with an enrolment of 400 Students.

The primary purpose of the Communications and Marketing Officer is to support the Business Manager to deliver effective strategies and outcomes to ensure the current and future reputation of the learning community by building the School "brand". The role is integral in delivering and advancing the strategic direction of the learning community via the functions of marketing and publications.

The position plays a key role in supporting the promotion and advancement of the School brand through the design, production and delivery of printed and digital marketing, branding and publications.

SPECIAL CONDITIONS

Maitland Lutheran School staff are employed under the terms and conditions specified in the current Lutheran Schools SA Enterprise Agreement.

HOURS

Negotiable, 22.5 hours per week minimum.

STATEMENT OF KEY OUTCOMES AND ASSOCIATED ACTIVITIES

Maitland Lutheran School specific responsibilities for a Communications and Marketing Officer include the following; (grouped into the key result areas (KRA's) and major areas of responsibility and activity)

Marketing & Design
Administration/Staff Support
Expectations

The responsibilities of the Communications and Marketing Officer in each KRA include:

MARKETING & DESIGN

- Work collaboratively with the Business Manager to lead the development, design and distribution of School marketing materials. Including but not limited to, brochures, letters, advertising, signage, invitations, posters and presentations.
- Create high-quality publications for distribution, including but not limited to, newsletters, yearbooks and parent handbook.
- Manage the School's website, social media accounts, electronic display board and school marketing.
- Maintain social media channels and update with relevant content to bring the School's brand to life and grow engagement and followers.
- Maintain the digital image in platforms such as the Parent Portal.
- Plan, help coordinate and prepare advertising materials for School events, presentations, ceremonies and celebrations.
- Capture professional images, with both photography and videography to complement the marketing strategy and enhance publications across the year.
- Liaise with School staff to secure appropriate content for School publications.
- Assist with the effective management of digital images for use in publications and promotional materials, including cataloguing and archiving of photos and compliance with use of photographic image permissions.
- Develop and promote the "Style Guide" in the learning community to ensure consistency for communications and publicity material.
- Assist in the creation of an active digital presence for both staff and the community.
- Remain up to date with social media trends.

ADMINISTRATION/STAFF SUPPORT

- Provide backup to the School's Administration staff for answering telephones and counter enquiries.
- General administration duties as required to support other staff and students.
- Establish supportive relationships with students and staff.

EXPECTATIONS (Procedures, Structure, Strategies, Tools)

- That children and their needs are treated with respect and care.
- Contribute positively to the overall ethos of the School.
- Models the Christian ethos and values of the School.
- Participate and cooperate with all staff in a team situation.
- Demonstrate sound organisation, administration and record keeping skills.
- Attend and participate in relevant meetings as required.
- To share ideas and to be tolerant and supportive of other views and ideas.
- That all duties are carried out to the satisfaction of the Business Manager.
- That initiative and motivation are displayed.
- Some out of hours work and travel may be required.
- In case of any emergency undertake duties as per the emergency and evacuation procedures.

- All employees recognise and accept that they may be required from time to time to undertake duties that are outside their normal role description but within their skills, competency and capability.
- Comply with relevant legislation, policies and procedures, applicable to the roles, specifically but not limited to:
 - WHS and Risk Management Policy
 - Child Safe Policy
 - Child Safe Adult Code of Conduct
 - Staff and Student Professional Boundaries
 - Student Code of Conduct
 - ICT Policy
 - Confidentiality and Privacy Policy
- Any other duties as directed by the Leadership Team.

EDUCATIONAL/ VOCATIONAL QUALIFICATIONS

The Communications and Marketing Officer will hold or be required to successfully complete:

- Relevant tertiary qualifications (Marketing, Communications, Journalism or Social Media) and/or demonstrated experience in a comparable role.
- A current working with children check (WWCC).
- Hold a current National Police Check
- Evidence of Responding to Risks of Harm, Abuse and Neglect – Education and Care (RRHAN-EC).
- Hold a current Certificate in First Aid “Provide First Aid in an education and care setting” (HLTAID012).
- Valuing Safe Communities training with LESNW or willingness to complete upon appointment.
- 100-point Identity Check.
- Provide evidence of (at minimum) double vaccination against COVID-19 (though strongly recommended to have had three TGA approved COVID-19 vaccinations and ability to evidence).

PERSONAL SKILLS, ABILITIES AND APTITUDE

The skills, abilities and aptitude of the Officer will encompass the following;

Skills

- Competent in the use of Indesign (or similar) or ability and willingness to quickly learn.
- Demonstrated experience in brand development and design.
- Proficiency with graphic design for both print and web, social networking sites, photography and video editing, including strong visual and design skills.
- Experience in digital platforms, social media and website maintenance.
- Well-developed organisational and time management skills.
- Excellent oral and written communication skills.
- Solid understanding and knowledge of marketing techniques principles and analysis, communications, copywriting, graphic design and or PR.
- Qualifications and experience relevant to the key tasks and expectations, including photography and videoing.

- Advanced editing and proof-reading ability.
- Organisational and time management skills including the ability to cope with high volumes of work, changing priorities and meeting deadlines.
- Ability to prioritise and balance multiple projects simultaneously.
- Interpersonal skills that portray a supporting and non-judgemental atmosphere.
- Has the technical knowledge or experience to perform a wide variety of duties with limited supervision.

Abilities

- Organise and set priorities for various activities while meeting required deadlines.
- Work cohesively in a team environment as well as working autonomously where required.
- Take an objective approach to challenges and effectively use initiative.
- To use diplomacy, discretion and tact as required in a professional work environment.
- To operate with the strictest confidence.
- Provide positive, enthusiastic support to staff, students and parents.
- Relate well to children and adults.

Aptitude

- A personal commitment to the Schools vision, mission and values underpinning the delivery of a Christian based education.
- Be committed to providing exceptional levels of service.
- Have an interest in serving and supporting others.
- Have a natural affinity with people and developing successful relationships.
- Friendly disposition and helpful nature.
- Seek information and advice as necessary.

EXPERIENCE

Previous experience in a marketing or communications role is preferred. Alternatively, experience in photography, social media or preparing written content for publication will be acknowledged.

WORKING RELATIONSHIPS

The Communications and Marketing Officer will report to the Business Manager. The officer may take responsibility for the quality of submissions by teaching and non-teaching staff.

CLASSIFICATION LEVEL

The classification (remuneration) level of the Communications and Marketing Officer will be negotiated dependent on the skills and attributes of the successful applicant. (Refer to the guidelines and matrix in the current Lutheran Schools SA Enterprise Agreement for additional details relating to roles and responsibilities at this grade level)

PERFORMANCE STANDARDS AND REVIEW

Ongoing review of performance will be conducted by the Business Manager. Performance will be monitored through means consistent with the performance measures identified within this document and/or other measures considered by the School as relevant to the position.

A review is undertaken to determine capacity to meet the demands of the role; where additional skill training is required and what level of job satisfaction is being obtained. Feedback will be given in discussions, informally and formally with the Business Manager.

Given the dynamic environment in which the school operates, the Principal may alter the roles and responsibilities of this position at his discretion in order to most effectively serve the needs of the school.

APPLICATION PROCESS

Written applications including a Covering Letter and Resume, including contact details of two referees should be received by **24th March 2023**. Applications addressed to Drew Ellis, Business Manager may be forwarded electronically to the Administration Officer carolyn.field@mls.sa.edu.au