



Position Description

POSITION OVERVIEW

POSITION TITLE	<i>Communications/Marketing Officer</i>		
TIME ALLOWANCE	60 hours per fortnight (0.8 FTE) – 40 weeks per year (Term Time)		
COMMENCEMENT DATE	Immediate Start	TENURE	Ongoing
REPORTS TO	Administration Manager		

GENERAL EXPECTATIONS

Blakes Crossing Christian College Administration Staff are employed as General Staff under the terms and conditions specified in the Christian Community Ministries Enterprise Agreement 2020 as amended from time to time.

The Administration team will demonstrate a willingness to actively support the Christian aims of the College, demonstrate a strong commitment to the ethos of Christian education and be familiar with the College Code of Conduct, policy, rules and expectations.

POSITION SUMMARY

The Communications/Marketing Officer will share responsibility with existing team members. The role will encompass a variety of administrative and customer service activities. The Communications/Marketing Officer will be part of a dynamic and changing environment, consequently the duties listed below are subject to change in consultation with the incumbent as the College continues to grow and develop.

Key tasks include:

- Providing support to leadership regarding communication with families
- Overseeing, updating and maintaining digital communications such as the school calendar, website and newsletter
- Coordinate school photo day and other events for the College
- Maintain the College electronic signage board
- Maintain database of marketing images/student photos
- College publications

REPORTING/WORKING RELATIONSHIPS

- The Administration Manager
- The Leadership Team
- BCCC teaching and general staff

LINE MANAGEMENT RESPONSIBILITIES

Nil

DUTIES & RESPONSIBILITIES

Administration

- General administrative support
- Manage BCCC office inbox
- Oversee the correct use of the College logo and branding across all forms of use
- Keep an updated collection of photographs for marketing purposes
- Oversee production of the annual College yearbook
- Coordinate name badges for staff and students
- Send out communication to families as required by Leadership
- Edumate Broadcast student and staff birthdays
- Rosters, reminders and personnel lists
- Classroom & office signs
- Appointment bookings eg uniform shop, parent/teacher interviews
- Undertake other duties or projects as directed by the Principal within ability, skill level and competence

Communication

- Build the brand and awareness of the College in the wider community
- Manage and maintain the College website, ensuring that information is current and accurate, including the application of content marketing strategies
- Develop a program management schedule to ensure website content is consistent with other communications
- Develop and implement marketing tools as appropriate
- Coordinate and oversee the production of College publications, advertising and editorial materials that promote BCCC to its community; ie current and prospective families, old scholars, the corporate market and general public
- BCCC promotional materials
- Prepare and distribute the College newsletter
- Manage communication to the College community via Edumate
- Ensure appropriate information regarding marketing/events/campaigns are communicated to staff

- Review market and industry research and present innovative ideas to help drive growth in website traffic and increase user engagement and interaction
- Keep electronic records of consent from parents for publication of student images, names and schoolwork and maintain register of forms
- Liaise with professional photographers regarding photo day
- Liaise with students and families regarding photo day
- Liaise with professional printers regarding the production of the College planner

Marketing

- Establish an agreed set of marketing measures to monitor the performance of the key marketing plan initiative
- Develop and implement annual Communication and Marketing Plans and projects for new and existing business and educational services
- Report on all marketing activity and results as requested
- Manage the marketing budget and deliver marketing and communication activities within the agreed budget, consulting with the Principal and Admin Manager to identify priorities
- Provide a high level of support to the planning and coordination of school events associated with promoting the College (ie Presentation Nights, P&F Events) as required
- Ensure a current collection of relevant, edited college event photographs, for use in publications and the College website

Events

- In consultation with the Leadership Team, actively promote co- and extra-curricular events, through appropriate means (eg official invitations, social media, newsletter, website, etc)
- Assist the Principal and Leadership Team to coordinate official events, including sending invitations, promoting events, sourcing volunteers, securing personnel for such things as sound and catering
- Photography of College events

SKILLS & ABILITIES

- Experience in working collaboratively and cooperatively as a member of a team
- Relevant qualifications in Marketing, Communications or Design
- Strong organisational skills
- Excellent written and verbal communication skills
- Strong customer service skills
- Excellent interpersonal skills
- Sound knowledge and experience in using Microsoft Office 365
- Proficient with Adobe Creative Suite
- Must hold the following:
 - A current Working with Children Check (can be organised by College if required)
 - Provide First Aid (or willingness to be trained)
 - Mandatory Notification (RRHAN) certificate, for which the training was done less than three years ago (or willingness to obtain)

PERSONAL ATTRIBUTES

- An ongoing commitment to the Lord Jesus Christ as Lord and Saviour, consistent with the Statement of Faith of CCM
- A mature faith and active involvement in a local church
- A proven lifestyle as detailed in the CCM enterprise agreement Code of Conduct that is founded on Biblical Christian principles
- A life that demonstrates the indwelling of the Holy Spirit
- A Christian with a strong commitment to Christian education and a determination to serve God in a Christian school community
- High level of discernment, empathy and humility that supports a positive culture (including WHS issues)
- Open and approachable manner when relating to people of all ages and backgrounds
- Trustworthy and reliable
- Shows strong initiative

EXPERIENCE AND KNOWLEDGE

- Development of written material using Microsoft Office 365 and Adobe Creative Suite
- Previous experience in a communications/marketing role

DESIRABLE CHARACTERISTICS

- Previous experience in a similar role
- Experience in using Microsoft Teams or similar
- Working in a fast-paced, busy office environment

SPECIAL CONDITIONS

- Some out of hours work may be required

WORK HEALTH AND SAFETY RESPONSIBILITIES – INCLUDE:

- Ensuring, as far as is reasonably practicable, that work/study/classroom areas under your control are without risk to health and safety of occupants
- Knowledge of and compliance with the College’s WHS policies and procedures
- Compliance with all safe work practices, ensuring reasonable care of your own health and safety and that of other staff, students and visitors
- Participation in relevant training and induction sessions as required by the College
- Reporting all incidents and/or potential hazards to the Safety Advisor and Property Services Team as soon as possible

I have read and understand the requirements of this position and accept its responsibilities. I will carry out these responsibilities to the best of my ability and understand I must meet required performance standards. I also understand the position description for my role through necessity, will be updated from time to time.

Authorised by (Principal): _____ Signature: _____ Date: _____

Accepted by (Employee): _____ Signature: _____ Date: _____