

Communications, Marketing and Engagement Officer Role Description

TITLE	Communications, Marketing and Engagement Officer
AWARD	Victorian Catholic Education Multi Employee Agreement 2018
EMPLOYMENT TYPE	Ongoing, FTE 0.7, four / five days per week <ul style="list-style-type: none"> • Flexibility enabling some remote work
CLASSIFICATION	Employee Support, Level 2, Category C (Working 1 week of each 2 week term break)
REPORTS TO	Business Manager
INTERNAL LIAISONS	All staff and students
EXTERNAL LIAISONS	Local Media, Parents, School Community, Alumni Association, HCSN Primary Schools, Local Community, External Service Providers

Position Summary

As a staff member, the Communications, Marketing and Engagement Officer is expected to support the vision and mission of the school and ensure the College values are reflected in the way they work.

Mercy Regional College is a Catholic Co-educational Secondary College on two campuses – McAuley Campus, Camperdown and O’Keeffe Campus, Noorat. The Communications, Marketing and Engagement Officer would be expected to support staff and students in both the McAuley and O’Keeffe Campuses.

The Communications, Marketing and Engagement Officer is appointed by the Principal and is directly responsible to the Business Manager.

As a member of the College staff, the Communications, Marketing and Engagement Officer works with all members of staff, both teaching and non-teaching. They are a member of the College Staff and therefore participate in various staff meetings, compliance and professional development activities.

Organisational Accountabilities

Confidentiality

From both a legal and moral standing, confidentiality is critically important to Mercy Regional College.

An employee, neither during nor after the period of employment/engagement with the Mercy Regional College, except in the proper course of their duties or as permitted by the organisation or as required by law, divulge to any person any confidential information concerning:

1. The business or financial arrangement or position of this organisation or any related entity;
2. The personal, wellbeing or financial information of any student, staff member or any related stakeholder.
3. Any of the dealings, transactions or affairs of the organisation or any related stakeholder.

Workplace Health and Safety

The welfare and safety of all staff is vitally important to Mercy Regional College. Employees should adhere to all the safety standards implemented throughout the organisation.

Your induction will include a comprehensive introduction to our OH&S policies upon commencement of your employment.

Child Safety

Compliance with the College's Child Safety Policy, Child Protection Reporting Obligations Policy, and Safeguarding Children and Young People Code of Conduct, and any other policies or procedures relating to child safety.

Key Tasks and Responsibilities

Responsibilities	Expected Outcomes
Marketing	<ul style="list-style-type: none"> • Development, production and distribution of the School's external print and electronic communications including brochures, invitations, posters, presentations, long form articles, media releases, web and social media content. • Coordinate the production of the school's fortnightly newsletter, including scheduling, content coordination and production. • Develop the annual Year Book to the school community through InDesign. Coordinate the printing of the publication with the printers. • In conjunction with the Leadership team, coordinate the Open Day, including the advertising and promotional material required prior to the event.



<p>Content Development</p>	<ul style="list-style-type: none"> ● Implement a proactive approach to content management by; <ul style="list-style-type: none"> ○ Developing and maintaining a robust and comprehensive production schedule; ○ Developing content for a range of purposes; ○ Develop multimedia content (film, video editing, visual story telling) for distribution across multiple platforms; and ○ Maintain and manage a well-catalogued photographic library for promotional use.
<p>Public relations and Community Engagement</p>	<ul style="list-style-type: none"> ● Develop and execute various methods of effective engagement of Mercy Regional College and the school and general community. ● Assist in developing ways to further engage parents/guardians in the life of the College· Administer social media platforms, including Facebook, Twitter, Instagram and YouTube, with regular engaging content relevant to target audience. ● Development and maintenance of the website of Mercy Regional College. Review and update the website with relevant, clear, engaging and accessible material which is consistent with the school's marketing messages. ● Monitor and evaluate marketing and communication initiatives.
<p>College Alumni</p>	<ul style="list-style-type: none"> ● Coordinate the development of an organised, structured, and active school Alumni Association, connecting with past students through various platforms. Provide leadership to the Alumni Association and maintain the Alumni database. ● Build and strengthen relationships with businesses and organisations in the region to development the ● Assist with the coordination and attend College alumni events. ● Continue to develop new and innovative ways to increase the engagement and strengthen the Alumni activity of Mercy Regional College. Including but not limited to – <ul style="list-style-type: none"> ○ Proactively seek past students for guest speaker engagements and other activities within the College. ○ Actively encourage past students and staff to maximise their engagement in College life.
<p>Annual Car Raffle</p>	<ul style="list-style-type: none"> ● Manage the administration and promotion of the MRC Annual Car Raffle.
<p>Other Duties</p>	<ul style="list-style-type: none"> ● Assist in the organisation of promotion of Mercy Regional College key events. ● Demonstrate professional and collegiate relationships with colleagues. ● Attend school meetings and after school services, events and assemblies, sporting events, school mass, community and faith days as required by the Principal.



	<ul style="list-style-type: none">● Contribute to a healthy and safe work environment for yourself and others and comply with all safe work policies and procedures.● Demonstrate a duty of care to students and staff in relation to their physical and mental wellbeing.● Any other duties as required by the Principal.
Other duties as required by the Business Manager and Principal	

Key Selection Criteria

- Understanding of and commitment to the ethos of Mercy Regional College as a Catholic school in the Mercy tradition.
- Excellent interpersonal and communication skills, with the ability to build rapport with multiple stakeholder groups simultaneously and work across all levels of seniority.
- Highly developed oral and written communication skills, with a proven ability to write and edit for a range of uses both in print and online, together with a creative approach.
- Strong organisational and time management skills, with an ability to prioritise tasks, meet deadlines and manage competing tasks with a high level of attention to detail.
- Enthusiasm for working in a team environment.
- Working with Children Check and National Police Record Check.

Desirable or willingness to obtain

- A relevant qualification and/or 2-3 years' industry experience in communications/marketing is not essential but will be highly regarded.
- Experience in marketing collateral development and production, including content creation, layout, design, proofing and printing, using the Indesign or similar software programs.
- Confident photography skills with the ability to document various school events and activities and generate content for marketing collateral.
- Experience in web development and maintenance and content creation.