



MARKETING AND COMMUNITY ENGAGEMENT OFFICER	Pages	3
	Date created	June 2010
	Reviewed	Aug 2023
	Internal Version	FINAL

Department: Administration

Reports to: Manager Community Engagement and Marketing

1. POSITION RELATIONSHIPS

KEY RELATIONSHIPS

- Principal
- Manager Community Engagement and Marketing (MCEM)
- Registrar
- Staff
- Students
- Parents and Friends' Association
- Old Wollastonians' Association
- Archives
- External: Designers, web designers, photographers, local journalists, newspaper sales teams, ASC Community Relations network, other professional associations.

2. KEY RESPONSIBILITIES

2.1 MARKETING

- Assist MCEM with the development and implementation of the School's Marketing Plan, with a particular focus on social media and online platforms to build ongoing and relevant online engagement.
- Coordinate and maintain the School's brand and Corporate Style Guide and Internal Style Guide.
- Assist MCEM in undertaking market research on brand awareness, communication strategies and market trends.
- Assist with public relations events to promote the School such as Open Mornings, Founders' Day, School Fair and Parent and Community Seminars.
- Use survey tools to conduct annual School satisfaction surveys eg Year 12 Students and Parents Exit surveys, New Family surveys, Early Years survey and reporting system surveys. Implement other surveys as required. Use feedback to produce relevant graphs, diagrams and data that can be used for reporting purposes e.g: Annual School Report. Work with MCEM to analyse data to effect positive outcomes including developing targeted marketing strategies and plans.
- Consistently seek and foster opportunities to promote the School in a positive manner.

2.2 DIGITAL

- Responsible for the design of high quality, on-brand, cohesive look and feel across all School promotional materials, both print and digital.
 - Creating relevant and targeted graphics to accompany the School's social media content across multiple platforms.
 - Concept and design of invitations for School events.
- Collaborate with internal and external stakeholders to develop photography and video content.
- Provide marketing support to the Registrar in the development of all enrolment documentation and communication.

2.3 PUBLICATIONS

- Ensure that brand appropriate publications, website, templates, style guides, documents and stationery are developed and maintained.
- Assist MCEM in the production, printing and distribution of the School's quarterly magazine *The Charter*.
- Assist MCEM in the production printing and distribution of the School's annual magazine, *Wollaston's Way*. Externally published.
- Assist the MCEM in production of the whole-school e-newsletter, fortnightly.

2.4 OTHER DUTIES AS REQUIRED

- Manage the School photo library, take lead on School photography. Take photographs throughout the year at activities and events that can be used in various publications. Photograph editing, colour correcting and retouching as required.
- Assist MCEM in maintaining the School's Community Engagement Calendar; to ensure coverage and promotion of relevant events, milestones, and activities.
- Update the School foyer TV screens with updated PowerPoint/Photo slideshow presentations (School Administration, Student Services Reception, Primary Reception and Technology Centre screens).
- Update the School voicemail as required. Check script, re-write script and submit to external voicemail company.
- Assist with School events as part of the Administration team as required.

3. EXPERIENCE AND SKILLS

3.1 REQUIREMENTS:

1. Qualifications and/or experience in Marketing, Media, Advertising, Communications, Graphic Design, Digital Media or related field.
2. Advanced level of IT skills, including; Microsoft Office Suite, Adobe Creative Suite including; InDesign, Photoshop, Illustrator, Acrobat Pro and Canva. Ability to work with web design packages and web-based marketing tools such as: JOOMLA, WIX, Facebook, Google, MailChimp, School Apps, Vimeo and YouTube, Trybooking, Filezilla, Dropbox and Survey Monkey.
3. The ability to keep up to date with the latest software changes and advise the MCEM of the appropriate software requirements for the Department.
4. Experience working with visual media – digital photography and video including editing skills. (Adobe Photoshop and Light Box, Canva, iMovie, Adobe Premiere or similar programs).

3.1 PERSONAL ATTRIBUTES:

1. Preparedness to model and support the Anglican ethos and traditions of the School.
2. A warm, welcoming and friendly disposition with a sense of humor, vitality and genuine regard for young people.
3. Highly motivated, dedicated, and enthusiastic.
4. The ability to maintain confidentiality, act with discretion and demonstrate a strong sense of loyalty.
5. Excellent personal and professional presentation.
6. Excellent interpersonal, written, visual and oral communication skills. Demonstrated attention to detail, accuracy, and creativity.
7. The ability to work autonomously and as part of a team.
8. Well-organised and adept in handling multiple tasks, under pressure, within prescribed timelines.

APPLICATION REQUIREMENTS

Thank you for your interest in the position of Marketing and Community Engagement Officer- at John Wollaston Anglican Community School.

Application Requirements:

- Completed [Non-Teaching Application Form](#)
- Cover letter addressing the selection criteria.
- *Curriculum Vitae* outlining employment history and experience relevant to the position.
- Full name, address and contact details.
- A copy of academic transcripts and professional qualifications (relevant to the position).
- The names and contact details of three professional referees who may be approached in confidence.

NOTE: The successful applicant will be required to obtain the following:

- National Police Clearance Certificate
- Working with Children Check

Application for these clearances can be made at any Australia Post outlet.

Applications are to be emailed to employment@jwacs.wa.edu.au

ATTENTION: TO THE PRINCIPAL MS ANNE FORD

Closing Date

Applications for this position close at 4.00pm Friday 15 September 2023

Job Description and the Non-Teaching Staff Employment Form can be downloaded at:

<http://www.jwacs.wa.edu.au/employment/>

Please note: John Wollaston is an equal opportunity employer.

A school of the Anglican Schools Commission