

<b>POSITION TITLE:</b>	Administration Officer - Marketing, Events & Communication
<b>SECTION:</b>	St Therese's School, Bentley Park
<b>REPORTS TO:</b>	The Principal
<b>CLASSIFICATION:</b>	Remuneration in accordance with the <i>Catholic Employing Authorities Single Enterprise Collective Agreement – Diocesan Schools of Queensland SOF Level 4</i>
<b>AUTHORISATION:</b>	Executive Director

## Catholic Education – Diocese of Cairns

Catholic Education - Diocese of Cairns (CEDC) is a dynamic and growing organisation that is actively inviting schools to co-create with us, schools that are places of rich learning for now and into the 22nd Century.

Our vision is to offer every student in every school a world class education enriched by their lived encounter with the Catholic Faith.

CEDC is committed to this vision through Co-Leadership with schools to build communities of learning that provide a safe, nurturing and academically challenging environment. Our schools are places where we create opportunities for every student and every staff member so that they are inspired to contribute to our society, innovate, explore possibilities, and achieve excellence.

CEDC embraces thirty (30) schools including twenty (20) primary schools, two (2) Prep to Year 12 colleges and eight (8) secondary colleges. One of these colleges is a Special Assistance College with campuses in Cairns, Cooktown, and Edmonton. This community also includes Catholic Education Services located in Cairns itself. Over the next five years there are two new schools planned.

All schools and colleges, except three, are within a two-hour drive of Cairns. Cooktown, Waibeni Island (Thursday Island) and Weipa are accessed by daily flights and located in some of the most beautiful parts of the country. In total, there are 11 500 students and 1500 staff.

Leadership and strategic management is the responsibility of the Executive Director of CEDC. Through a team of professionals, and in Co-Leadership with principals, the Executive Director manages and facilitates a number of significant delegations which include:

- Support of the mission of the Church as delivered through Catholic Education
- Support of schools by providing services that strengthen school capacity
- Provision of leadership and forward planning to develop organisational capability
- Distribution to schools of government allocated funds and their accountability

- Monitoring quality of schools and compliance/accountability with requirements of governments, Church, and parents
- Within limits, provision of some centralised, specialised student services, where this is the most effective and efficient approach

Our staff are supported to experience success and satisfaction in their vital role.

Cairns also offers many lifestyle opportunities that can be found in few other places and is surrounded by World Heritage listed areas including the Great Barrier Reef and the Daintree Rainforest, all within an hour's journey from the growing City of Cairns. It is the gateway to our Asian neighbours with direct flights to China, Japan and Singapore as well as having direct flights to all the east coast capital cities, Darwin, and Queensland's Sunshine and Gold Coasts.

### **Purpose of the role**

The Administration Officer – Marketing, Events & Communication is responsible for coordinating the delivery of communications and marketing strategies including the maintenance of information and online resources. The position also requires the incumbent to manage, direct, control, and supervise several events or occasions.

The incumbent will be an integral member of the School Office Administration team. They will work collaboratively with Leadership Team, School Office Administration Team, members of the teaching and non teaching staff, and our parent body. They will work closely with Catholic Education Services as required.

It is not the intent of this position description to limit the scope of this position in any way but to give an overview of this role at St Therese's School.

### **Essential Duties and Responsibilities**

*Typical duties performed may include, but are not limited to:*

- Carry out a wide range of administrative duties at an advanced level, including typing, word processing and maintaining manual and computerised records
- Respond to enquiries from staff, students, parents and the general public and address issues in accordance with routines, methods and procedures
- Within routines, methods and procedures: provide administrative support to senior management; arrange appointments and diaries; recording minutes and prepare correspondence
- Draft and type routine correspondence from brief oral or written instructions. Respond to requests for information including drafting routine correspondence in reply
- Maintain established central filing / records systems in accordance with routines, methods and procedures. This would include: creating and indexing new files, retrieving records; distributing files within the school as requested, monitoring file locations and identifying and processing inactive archived and closed files
- Support the Leadership Team to co-ordinate school community events, acknowledge staff services and milestones
- Collecting and storing digital, photographic and multi-media images for a wide range of purposes eg. School events, student achievements and learning experiences
- Apply knowledge of advanced functions of computer software packages and to manage data



- Within routines, methods and procedures carry out liaison between the school, the
- student and the student’s family where some discretion and judgement are involved
- Create effective marketing and promotional materials that align with the school's brand and visual identity as directed by the leadership team and arrange for printing/publication
- Oversee the design and production of printed and digital materials (eg. Yearbook, events promotions)
- Work with Senior Leadership team to implement the various strategies in the communications and marketing plan with a view to increasing the profile of the school
- Work with Senior Leadership team to monitor, analyse and measure strategic marketing outcomes
- Maintain the school website to edit and publish information to ensure current content; liaise with providers as appropriate. Review and update content of documentation and handbooks to ensure they are current, consistent, relevant and comprehensive, in line with legislative, diocesan and school requirements
- Maintain school calendars (i.e; term overview calendars, portal calendars and Google staff/school calendars) and communicate term calendars to parents
- Monitor and coordinate whole school communications, including the proofing and distribution of information to staff, parents and the school community (e.g, Edsmart, MyCe, Seesaw, Social Media)
- Monitor school social media platforms (including the STS Community Hub group) for comments and messages; reply as appropriate and direct any complaints to appropriate Leadership Members
- Coordinate effective marketing and communications for upcoming events, i.e.; school and STSC events
- Support for reception staff - including answering the telephone and assisting with general office duties when required
- Coordinate school photos including scheduling, liaising with photographers and running on the day/s
- Support the Leadership Team to coordinate materials to promote enrolments
- Maintain appropriate behaviours when engaging with children

## Genuine Occupational Requirements

In addition to specific knowledge and skills required for the position, all employees within the Diocese will demonstrate the following personal and interpersonal skills in the course of their duties:

- Experience in marketing and events co-ordination
- Professional experience developing social media content and monitoring platforms
- Marketing/Communications experience or qualification
- Capacity to work effectively in a team
- Demonstrate excellent relational skills
- Ability and willingness to work as a member of a team
- Quality Service
- Capacity to accept responsibility for own work
- Capacity to manage change in self and others
- Excellent organisational and administrative skills
- Ability to multi-task and prioritise the tasks at hand



- Demonstrated initiative, self-motivation and the ability to meet competing deadlines
- Exceptional writing skills, including spelling and grammar, an innate ability to convey (and evolve) our “voice” and the ability to incorporate feedback
- Demonstrated excellent oral and written communication skills
- Excellent attention to detail and ability to problem solve
- Proficiency on a windows platform and skills and experience using a range of software packages including Microsoft Office, Word Press, Google, Canva
- Facilitate the prevention of child harm by recognising and responding appropriately
- Intermediate to advanced skills in Microsoft applications necessary to demonstrate the required range of skills and tasks
- Competent use of digital technologies necessary to demonstrate the required range of skills and tasks

### **Physical requirements of the position:**

- Work is normally performed in a typical interior office and/or classroom environment
- Work is normally performed in an outdoors environment and may involve frequent exposure to elements such as weather (sun/wind/rain), dust, dirt, fumes and/or loud noises
- Manoeuvring within the office/school environment appropriate to the position
- Frequent driving of a motor vehicle
- Frequent use of telecommunication and electronic equipment
- Work environment involves exposure to potentially dangerous materials and situations that requires following safety precautions and may involve the use of protective equipment
- Work environment involves the use of tools, machinery and other equipment that requires following safety precautions and may involve the use of protective equipment

### **Mandatory Qualifications and Requirements**

- Unless an exemption applies all staff are required to hold a current Working With Children Blue Card or be eligible to apply
- Tertiary qualifications at Certificate level or equivalent qualifications relevant to the position may be required or such knowledge, qualifications and experience that are deemed by the employer as necessary to successfully carry out the duties of the position
- Current drivers licence
- A strong demonstrated commitment to the objectives, vision, and ethos of Catholic Education
- Promote child safety at all times

### **Related Documents**

- Statement of Principles for Employment in Catholic Education
- Code of Conduct for Employees of Catholic Education
- Catholic Employing Authorities Single Enterprise Collective Agreement Diocesan Schools of Queensland



## Additional Information

The incumbent will need:

- The appointee to this position will be required to complete a period of 6 months' probation, in accordance with The Fair Work Act 2009.
- An in-depth understanding of and commitment to the mission and objectives of Catholic Education in the Diocese of Cairns
- A sound working knowledge of the Catholic Education context and an appreciation for Catholic Education issues.

## Employee Acceptance

The employee's signature signifies an understanding and acceptance that the content contained herein and forms an integral part of their employment terms and conditions.

I have read and acknowledge receipt of this Position Description:

Employee Name:

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Signature:

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Date:

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