



MARKETING OFFICER

Duties and Responsibilities Statement

POSITION TITLE	Marketing Officer
FTE	0.6
REPORTS TO	Communications and Community Relations Manager

PREAMBLE

The Principal is the Chief Executive Officer of our School and is responsible to the School Council for the effective and efficient operation of our School. He is responsible for all staff appointments. The Principal delegates to other persons, aspects of his responsibility regarding the day-to-day supervision of staff, the administration of curriculum and the management of students, staff and parent services.

The Mission Statement of our School is to provide an education which, secure in the traditions of our past and our Christian belief, opens students' minds to the rich diversity of the world in which they live and challenges them to be curious and explore everything they find with integrity and compassion. We will do this in an engaging, relational environment which nurtures self-expression and self-worth while promoting the uniqueness of each student.

CHILD SAFETY STATEMENT AND REQUIREMENTS

John Septimus Roe Anglican Community School (JSRACS) is committed to the safety and wellbeing of all children and young people. JSRACS has zero tolerance for child abuse.

Every person employed at JSRACS has a responsibility to understand the important and specific role he/she plays individually and collectively to ensure that the wellbeing and safety of all children and young people is at the forefront of all they do and every decision they make.

All employees will be required to sign a Staff Code of Conduct which articulates their role and responsibility as a staff member; to keep all children safe.

All teaching staff will be required to be registered with the Teacher Registration Board of Western Australia (TRBWA) and maintain their registration throughout their tenure; and be a current and ongoing holder of a Working with Children Check.

All non-teaching staff will be required to provide a Nationally Coordinated Criminal History Check (NCCHC), renewed every three years and be a current and ongoing holder of a Working with Children Check.

THE ROLE

The Marketing Officer is responsible for driving initiatives that elevate our brand, expand our reach, and engage our target audience. Your role will encompass a diverse range of responsibilities, each contributing to the overall success of our marketing strategies and objectives.

SPECIFIC RESPONSIBILITIES

MARKETING

- Develop, implement and evaluate marketing strategies to enhance the visibility of the School and strengthen the relationships between the School and prospective families, current students and their parents, alumni and friends of the School.
- Ensure School values, mission and branding are adhered to.
- Explore opportunities to promote enrolments and community engagement.
- Organise the promotion of events such as School Tours, Drama, Dance and Music nights and the specialist Basketball program.

WEBSITE

- In consultation with the Communications and Community Relations Manager redevelop and maintain the School's website, ensuring it mirrors the values, mission and branding of the school in an intuitive and modern manner.

OTHER

- Respond to JSRACS community queries by telephone, email and other written communication as required.
- Provide general support to the Communications and Community Relations required or directed by the Communications and Community Relations Manager to ensure department runs efficiently and smoothly.
- Maintain and build positive ongoing relationships with the community.
- Undertake other duties as required and directed by the Principal or Principal's delegate.

QUALIFICATIONS/SKILLS/EXPERIENCE

- Degree or professional equivalent in Communications, Marketing, Graphic Design or Journalism.
- A minimum three years' experience in a similar role
- Excellence in communication and presentation skills, both written and oral.
- Highly developed interpersonal skills, and the ability to work closely with a wide range of stakeholder groups.
- Excellent written and verbal communication skills
- A creative mindset and the ability to think strategically about marketing initiatives
- Adaptable, positive attitude with the ability to work through ambiguity in a fast-paced environment
- Enthusiasm for education and a genuine passion for promoting its value to students and the community
- High attention to detail
- Ability to multitask and able to work to deadlines whilst remaining calm
- Working knowledge of desktop publishing software, InDesign, Illustrator and other associated Adobe suite
- Good photography, social media, SEO and Chat GTP knowledge and skills are beneficial
- Motivated self-starter
- Able to work as a team member
- Committed to striving for continuous improvement and achieving exceptional outcomes
- Hold a current WWCC and NCCHC

GENERAL REQUIREMENTS

The School strives for excellent standards in all areas and each staff member is required to:

- Understand and support the Mission, Vision and Ethos of the Anglican Schools Commission (Inc) and John Septimus Roe Anglican Community School
- Maintain professional confidentiality concerning student and/or staff information
- Work cooperatively with all staff members and fully support the Principal, Executive Team and activities of the school
- Serve as a good ambassador of the School. This includes being well groomed and wearing appropriate attire as an independent school staff member, in accordance with school policy
- Be aware of and comply with the School's Code of Conduct and other policies and procedures relevant to the role

- Apply Work Health and Safety requirements in the workplace
- Ensure all staff, students, parents and external stakeholders are provided with a quality service in a professional, efficient, and friendly manner
- Strive to implement productivity, quality, and service improvements on a continual basis
- Attend and contribute to meetings of whole staff and smaller groups when required
- Be proactive in sourcing and engaging in on-going personal professional development in line with the School's professional development policy and budgets
- Be actively involved in the School's Staff Appraisal Program
- Openly, honestly and appropriately discuss work issues within the School context, while ensuring strict professional confidentiality when mixing with the general community

ACKNOWLEDGEMENT	
The details contained in this document are an accurate statement of the duties, responsibilities and other requirements of the position.	
Principal's Signature	Date
MARKETING OFFICER	
I have read this document and agree to undertake the duties and responsibilities as listed above. I also acknowledge that I may be required to undertake varied or additional duties and responsibilities, within capabilities, from time to time to meet business requirements that are not detailed here.	
Name	
Signature	Date