

ROLE DESCRIPTION

1.0 MARKETING AND COMMUNICATIONS OFFICER

2.0 STATEMENT OF RESPONSIBILITY

With a focus on ‘Setting Our Future’, Villanova College’s Vision is to strive for excellence in boys’ education as an Augustinian community, one in mind and heart on the way towards God. We embrace the living traditions of the Catholic Church, enriching the mission of the Archdiocese of Brisbane with our Augustinian charism and organisational independence. All staff at the College are expected to support the ideals and principles of a Catholic school. Within our College, the wellbeing and safeguarding of our students, staff and wider community is paramount.

Villanova believes that education is the formation of the whole person within a faith community. Our community promotes life-long learning through continually challenging itself in the restless search for Truth.

3.0 PURPOSE OF THE POSITION

As part of the Community Engagement and Marketing team this role works collaboratively to support the College in the coordination and administration of College and Community based fundraising and events. This role plays a crucial part in enabling the College community to achieve key goals and priorities in accordance with the Augustinian Values and College Strategic Plan.

| Values | Setting our Future – Strategic Goals |
|------------------|---|
| Community | Augustinian Identity and Mission |
| Humility | Transforming Teaching and Learning |
| Interiority | Student Wellbeing |
| Search for Truth | Stewardship |

4.0 STATEMENT OF RESPONSIBILITY

The Marketing and Communications Officer will assist in the development of innovative marketing and communication strategies within the Villanova College Community Engagement and Marketing Team to ensure a whole College approach. This role has been established to work in a hands-on and collaborative way with key stakeholders including the various support groups and stakeholders.

The Marketing and Communications Officer works collaboratively with others in the team to ensure the College is a welcoming, supportive, effective and efficient environment for students, parents, staff, volunteers and visitors. This role is responsible for the coordination and administration of a range activities including publications, website and social media content within the College community. It involves interaction and liaison with a diverse range of people within the community.

A Duty Statement is developed and negotiated annually, in collaboration and partnership with the Deputy Principal. The duty statement makes clear the day-to-day expectations of the role, taking into consideration needs of each term of the school year, time allocation for the position and the key result areas.



5.0 DUTIES

The position will require the role holder to undertake the following activities including but not limited to:

a) Marketing and Communications Coordination

- Attend regular planning meetings with the Community Engagement and Marketing Team
- Maintain the College Style Guide. Provide guidance and assistance to staff and other internal stakeholders in using the Style Guide.
- Work closely with (ensuring vetting and approval from) the Deputy Principal to:
 - develop promotional material, including administration and collation of marketing materials, whilst driving administrative development marketing systems, processes and procedures
 - prepare communications for media releases (ensuring the Deputy Principal has vetted and approved) prior to releasing to key media outlets to maximise positive exposure and minimise risk/damage
 - design, administer and publish communications on the College website and social media pages (Facebook, Instagram, Linked-In and College App) in partnership with any providers and agencies (ensuring the Deputy Principal has vetted and approved)
 - coordinate the daily administration and organisation of regular and cyclical College wide communications/publications such as Newsletters, Villa Voice etc (this includes designing, writing, producing and editing copy and images)
 - coordinate the Villanovan (annual yearbook approx. 200 page), including design, print and distribution
- Support the Deputy Principal and Business Manager to:
 - liaise with third-party suppliers, including negotiation of services with designers, printers, mail house, publishers, advertising and media agencies etc
- Partner with the Compliance Officer and Deputy Principal in updating the College Style Guide and producing controlled and consistent College communication documents and collateral
- Conduct market research to inform the College's strategic communication objective
- Support the Community Engagement and Marketing Team with any events coordination as required
- Attend and coordinate out of hours events as required by the College as agreed within the College Community Engagement and Marketing team.
- Establish and maintain professional relationships with staff, parents, volunteers and wider community to ensure the success of College and Community based events, with the promotion of the College as a key priority
- Provide feedback to the Deputy Principal and Community Engagement and Foundation Manager regarding the co-ordination of the cyclical events calendar
- Organise and coordinate student photos, community and event-based photography and provide photography-based support during events and as required (this includes being on hand to take photographs as required as coordinated with the broader College Community and Marketing team and/or your line manager.
- Partner with the College Archivist on relevant projects
- General tasks (as specified/requested by the Deputy Principal or their delegate)



b) Marketing and Communications Support of the College's Support Groups

- Liaise with and provide marketing and communications support at the direction of the Deputy Principal to the other Support Groups that exist within the College to assist with events and fundraising matters
- Assist the Community Engagement and Foundation Manager and Marketing and Communications Officer in marketing and communicating fundraising events held by the College and other groups within the community and via Website and Social Media presence

6.0 REQUIREMENTS AND SKILLS

- Have previous experience within the marketing and/or communications discipline
- Relevant tertiary qualifications in marketing and communications, highly desired however not essential
- Intermediate to advanced skills in the use of MS Outlook and MS Word, PowerPoint, Excel, Vision 6 and relational databases
- Experience of Adobe Suite – InDesign, Photoshop, Illustrator, Audition and Premiere is highly desirable, however not essential
- Ability to write creatively with strong attention to detail
- Have demonstrated organisational and time management skills together with resourcefulness and initiative to manage multiple priorities and projects whilst meeting deadlines
- Have demonstrated initiative and strong problem-solving skills with the ability to deliver creative solutions
- Possess outstanding communication, interpersonal, oral and written skills
- Possess strong skills in data analysis and reporting
- Demonstrate teamwork and collaborative skills to achieve project outcomes effectively and efficiently; working within an environment of high-volume process driven events
- Be an individual of integrity with a commitment to ethical behaviour

7.0 DISCRETIONARY REQUIREMENTS AND SKILLS

Higher expectations outside of the agreed Key Performance Indicators are to be agreed upon successful appointment.

8.0 GOVERNANCE AND COMPLIANCE REQUIREMENTS

At all times, the role holder must act in accord with and here to all College Policies, Procedures and Workplace Health and Safety requirements such as:

- College and Augustinian Values
- Code of Conduct
- Social Media Guidelines for Staff
- Workplace Health and Safety Policy
- Anti-Discrimination, Bullying and Harassment Policy
- Student Protection Policy and Child Safeguarding Guidelines

This role must ensure that health and safety policies and practices, including risk assessments, throughout the faculty/department are in-line with national requirements and are updated where necessary, therefore liaising with the College's Compliance Officer.

9.0 COMMERCIALITY/ AUTHORITY LIMITS

The position carries no inherent delegated authority regarding supervision of other role holders within the College. Working with the Deputy Principal the Marketing and Communications Officer will manage the annual marketing budget including sourcing of quotes, approvals, purchase orders etc. Expenditure of funds must be in accordance with approved budgets and appropriately authorised. This role is responsible for coordinating the production of appropriate financial reports throughout the year. Working with the Deputy Principal and Business Manager, this role will ensure that the relevant operations of the College comply with relevant governance, corporate and tax statutes, regulations and law.

10.0 REPORTING AND OTHER RELATIONSHIPS

The Marketing and Communications Officer reports into the Deputy Principal. Other significant internal College based relationships exist with the Community Engagement and Marketing team members, Heads of School, Director of Music, Sports Administrators, Tuckshop Manager, Library Manager, Business Manager, College Administrator, Facilities Manager, Director of Sport and other teaching staff, services staff and school officers.

11.0 SPECIAL REQUIREMENTS

Possess a paid Blue Card or have the ability to obtain a Blue Card prior to commencement of the employment, in accordance with the requirements of the Commission for Children and Young People and Child Guardian Act 2000.

At all times, the Marketing and Communications Officer must act in accord with Villanova College Student Protection Policy. It is necessary that the role holder exercise judicious and prudent judgment in interactions with students.

12.0 REMUNERATION AND ENTERPRISE COLLECTIVE AGREEMENT TERMS

This role is a fixed-term, full-time role (until August 2023), working 38 hours per week, Monday to Friday. The role will on occasion involve after-hours and weekend work requiring some flexibility and negotiated with your line manager. Remuneration will be paid as a School Officer, Level 6 in accordance with the Single Enterprise Collective Agreement – Religious Institutes Schools Queensland 2019 – 2023. It should be noted that a job description is not an exhaustive list of activities, and employees may be asked to carry out other duties commensurate with the grade of the post. The job description may also be amended to take account of changed circumstances, and employees will be consulted if this is necessary.

13.0 GOALS

| Links to Strategic Goals/ Directions | | | |
|--------------------------------------|---------------------|---------------|-------------------------------|
| Priority/Enabler | Description of Work | Collaborators | Targeted Dates for Completion |
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