Marketing & Events Officer

Position Description

Position Title:	Marketing & Events Officer
Employment:	Permanent
Award:	Educational Services (Schools) General Staff Award 2020
Level/Salary Classification:	Depending on qualifications and experience
Commencement Date:	By negotiation
Full-time/Part-time:	Full-time/Part-time (negotiable for the right candidate)
Weeks worked per year:	Negotiable
Reports to:	Admin Team Leader
Direct reports:	N/A

CCC Commitment

Cooloola Christian College is committed to providing a child safe environment where students feel, and are, safe. The College maintains a zero tolerance for child abuse. Every person involved in the College has a responsibility to understand the important and specific role they play, both individually and collectively, to ensure that the wellbeing and safety of all students is at the forefront of every decision they make.

Position Objective

Deliver effective marketing and communications, plan activities and events to promote and enhance the profile of the College both internally and externally.

To work as a team member with the College staff to ensure the goals and strategic plans of the College are achieved.

Qualifications, Skills and Knowledge

- Education or experience in marketing, promotions or creative media.
- Experience in events management would be beneficial.
- Experience working within the education sector would be beneficial.
- Photography, videography and graphic design skills.
- Experience with social media platforms and analytics.
- Experience with MS Office suite, Adobe Creative suite, design and media production software.
- Experience with managing web publishing technologies including content management systems.
- Excellent written and verbal communication skills, with the demonstrated ability to engage effectively with all members of the College community and external industry contacts.
- Strong time management and organisational skills, with the ability to prioritise tasks, work proactively, and apply knowledge and initiative to solve problems effectively.
- Strong collaborative skills that foster healthy working relationships.
- Current Blue Card.

Key Responsibilities

Responsibilities may include, but not be limited to, the following:

MARKETING

- Develop, implement and evaluate a strategic marketing plan for Cooloola Christian College, and systematically implement the plan in consultation with the Principal.
- Implement effective internal and external communication and marketing strategies including publications, media releases, events and campaigns.
- Work with the Enrolments Officer and leadership team to promote the College in the community.
- Collaborate with the Enrolments Officer and leadership team to develop enrolment-related promotional campaigns and materials.
- Develop an annual advertising schedule, particularly in relation to enrolment targets.
- Oversee the production of promotional photography and videography.
- Prepare public relations and school promotional activities and/or materials.
- Monitor the marketing budget.
- Research current trends and effective promotional practices.
- Identify and implement processes to capture data and feedback on all marketing, events and activities, track analytics and identify trends to refine strategy.

PUBLICATIONS & COMMUNICATIONS

- Regularly review and update the College website content, ensure accessibility and responsiveness across devices.
- Administer and grow the ELC's and CCC's digital and social media platforms, implement the social media schedule, monitor and respond to engagement.
- Write and edit marketing copy that aligns with the College's mission, vision and values, ensuring all communications accurately represent the College to both current families and the wider community.
- Capture and edit photos and video content to promote College activities on social media.
- Design, update and produce branded school documents, including flyers, posters, yearbook, newsletter, signage and other related collateral.
- Ensure professional quality and adherence to CCC brand guidelines.

EVENTS

- Work with key staff to coordinate, deliver and promote relevant College events and activities.
- Build partnerships with external organisations and develop sponsorship opportunities.
- Work as part of the broader school community – liaise with leadership, staff, external partners (feeder schools, community groups), and represent the school at promotional events as needed.

OTHER

- Provide support and assistance to the Administration Team as required and requested by Line Manager, which may include (but is not limited to):
    - Greeting visitors, answering phone calls, responding to emails;
    - Processing student absences;

- Communications with staff, students and families;
- Providing general and emergency First Aid;
- Administering student medications.

- Maintain confidentiality in all aspects of the role.
- Other duties as directed by the Principal as required.

WHS

- Comply with WHS policies, safe work procedures, instructions and guidelines.
- Attend WHS information, instruction and training opportunities, as required, and apply learning.

Probation and Performance Review

A probation period of 6 months applies to this position. A check-in meeting will be arranged after six months to monitor progress. A performance review will be carried out after 12 months and completed annually thereafter.

I, _____, accept the position description as outlined above. I have been given an opportunity to ask questions about the contents and I understand the terms and conditions outlined in this document.

_____ _____

Signature of Employee Date