POSITION DESCRIPTION

Westminster is an Early Learning to Year 12, coeducational day and boarding, Uniting Church school with a proud history and an exciting future. We commit to helping all students and staff achieve more than they thought possible through an adventurous education, which takes place anytime our students are challenged in their learning and when staff explore new opportunities to improve their profession. Since opening in 1961, Westminster's vibrant sense of community has shaped our welcoming, down-to-earth character, enriched by School values of being brave, humble, kind, authentic, resilient and curious.

Position Name	**Marketing and Communications Assistant**
Area of School	Marketing and Communications
Employment Conditions	Level 4 - Westminster School Inc. Teaching Staff and School Assistants Enterprise Agreement 2024.
Key Relationships	The Marketing and Communications Assistant reports to the Marketing Lead and works closely with staff and key stakeholders across the School Community. The Marketing and Communications Assistant is ultimately accountable to the Principal, via the Director of Business Operations.

Position Objective:

The Marketing and Communications Assistant provides operational support for the creation and distribution of content across traditional and digital media, including publications, social media, websites, signage, and CRM communications. The role supports designated aspects of school marketing and communications, ensuring the smooth operation of the school's marketing office.

Key Responsibilities:

- Create and publish content for print and digital channels under direction.
- Support the Marketing Lead and senior management with designated marketing and communications tasks.
- Assist with website and social media updates, ensuring accuracy and timeliness.
- Provide administrative support, including vendor liaison and purchase orders.
- Assist with enrolment communications and event coordination as required.
- Maintain organised records and visual asset libraries.
- Track and report on content performance using provided tools.
- Provide primary support to students, families, and staff presenting at the office, referring to relevant leaders or teams as appropriate.

Key Selection Criteria: Qualifications, Skills and Experience

- Formal qualifications in Marketing, Communications, or related field.
- Experience in content creation for traditional and digital media.
- Proficiency in relevant software (Adobe Creative Suite, Microsoft 365, CMS, CRM).
- Strong writing and design skills, with attention to detail and brand alignment.
- Ability to work collaboratively, manage multiple priorities, and respond to challenges.
- Broad knowledge of social platforms (Instagram, Facebook, Twitter), search engines (Google, YouTube) and associated third party applications, including emerging platforms.
- Show awareness of the Privacy Act and ability to ensure confidentiality.

Key Selection Criteria: Personal Qualities

- Demonstrated interest in new media trends and adopting new technology.
- Be a positive, enthusiastic team member.
- Ability to work flexible hours in line with the dynamic nature of social media and digital platform management.
- Highly developed interpersonal skills to engage with a diverse range of stakeholders.
- Demonstrated commitment to pursuing ongoing professional and personal development.

Safety and Wellbeing

All staff must:

- Take reasonable care of, and cooperate with actions taken to protect, the health and safety of both themselves and others.
- Report all accidents, incidents and hazards to their supervisors as soon as is practicable.
- Read and abide by all WHS policies.

Conditions of Employment

- All applicants must be eligible to work in Australia.
- All staff must satisfy child protection screening and adhere to Westminster's Child Safety and Wellbeing policy which includes holding a current Working With Children Clearance.
- A probationary period applies to new employees.
- No position description can capture the complexity of tasks within a school. Therefore, this position description should not be seen as limiting and some flexibility is required. There will be tasks not described above, within the scope of the classification level, that may be given to this position from time to time.

Created: October 2025