

# POSITION DESCRIPTION

<b>POSITION TITLE:</b>	<b>Marketing and Events Officer</b>
<b>SECTION:</b>	<b>School Officer</b>
<b>REPORTS TO:</b>	<b>Business Manager</b>
<b>CLASSIFICATION:</b>	<b>School Officer – Level 3</b>
<b>AWARD:</b>	<b>Catholic Employing Authorities Single Enterprise Collective Agreement – Diocesan Schools of Queensland 2019 - 2023</b>
<b>LOCATION:</b>	<b>Ryan Catholic College, Kirwan</b>

## OUR ORGANISATION

Townsville Catholic Education (TCE) supports 29 schools within the Diocese, located throughout a diverse region including urban and rural environments extending to Mount Isa to the west, Proserpine to the south and north to Ingham. TCE provides a diverse range of education choices including primary, secondary and Prep-to-Year 12. Each setting provides a high educational standard in a caring and a stimulating environment. The Diocese has a growing Indigenous education program and some of our schools offering both boarding and day-student facilities.

TCE employs in excess of 2,500 teaching, professional and ancillary/support employees to fulfil our mission of providing quality educational services through our Catholic school communities. A Catholic education involves much more than simply teaching the educational basics. It encourages students to embrace Catholic values and faith while providing them with an excellent education and diverse life experiences that will prepare them to be a contributing member of the community in their adult lives.

The proud reputation Catholic schools enjoy within the Diocese today is based on the strong tradition built by religious orders who found Catholic Education in the Townsville Diocese in 1872.

Please visit our website for additional information <https://www.tsv.catholic.edu.au/>

## OUR SYSTEM VISION

*“The promotion of the human person is the goal of the Catholic school”*

THE CATHOLIC SCHOOL ON THE THRESHOLD OF THE THIRD MILLENNIUM, 1998



## ABOUT THE ROLE

Ryan Catholic College, Kirwan provides a Catholic education for both boys and girls from Prep to Year 12 on two campuses. Students are offered a diverse curriculum in modern, well-equipped facilities.

The Marketing and Events Officer, under the direction of the Business Manager, provides high level support to the College Leadership Team, demonstrating a degree of self-initiative, flexibility and dependability. This support includes liaison with students, staff and key stakeholders, developing written and multimedia content and providing support to college event planning.

The Marketing and Events Officer will be required to be a point of contact for visitors, parents, staff and students to the College. The incumbent will present a professional image and create a welcoming, warm and positive impression.

## KEY ACCOUNTABILITIES

The Marketing and Events Officer will represent Ryan Catholic College in a professional, warm, friendly and efficient manner. Duties include:

- Working in collaboration with college staff and in accordance with the college marketing plan, develop quality marketing materials. These include: website, social media management, digital, publications, advertising resources and signage that comply with organisational branding
- Work with the Townsville Catholic Education Office Marketing and Communications Team to proactively seek opportunities to promote the college and support enrolment strategies
- Plan, manage and organise college events, such as expos, liturgies, award ceremonies, parent events, alumni events, assemblies, etc. with direction from the College Leadership Team
- Prepare publications for students, staff and parents such as infographics, pamphlets, flyers, posters and handbooks within Ryan Catholic College brand guidelines
- Assist with audio visual requirements at college events
- Develop a positive relationship/network with key media, agencies and suppliers to create media opportunities
- Perform administration duties as required
- Other duties as directed by the Business Manager and College Leadership Team.

## STATEMENT OF RESPONSIBILITY

The carriage of the role will always presume the role-holder's responsibility to act cognisant of, and in harmony with, the Mission and Purpose of Catholic Education and Catholic Education policies.

The employee will be expected to abide by the *Statement of Principles for Employment in Catholic schools*, the *Staff Code of Conduct* and other Diocesan guidelines.

Employees will maintain appropriate confidentiality, sensitivity and empathy in the execution and management of all matters.

Employees will demonstrate a willingness and acceptance to initiate and participate in relevant training and professional development opportunities.

Each employee is responsible for ensuring his/her health, safety and wellbeing and is expected to not willingly place at risk the health and safety of one's self or others.

Employees will:

- Adhere to Work Health and Safety instructions
- Promote a commitment to safe work practices
- Be familiar with workplace incident, hazard and accident reporting and emergency procedures
- Take reasonable action to avoid, eliminate or minimise risk and hazards
- Utilise personal protective equipment
- Participate in the development of a safe and healthy workplace
- Seek information and advice as necessary and comply with instructions.

## ABOUT YOU

### Experience

- Previous experience in an administrative and marketing or event services function, with the provision of focussed professional, administrative support
- Demonstrated capacity to organise and prioritise a range of tasks and set priorities to meet deadlines in a busy environment
- Demonstrated ability to work independently and as part of a team
- Proven ability in providing accurate and informative assistance to staff, students and parents confidently.

### Skills

- Multimedia content development skills and copywriting skills, or an ability to develop these skill in-role
- Excellent communication skills (both oral and written)
- Ability to adapt to changing circumstances and embrace new ideas
- Highly developed computer literacy with the ability to operate a variety of platforms
- Organisational planning and coordination skills including the ability to manage demanding or competing deadlines
- The ability to proactively seek opportunities to extend ones professional scope of practice and learning.

### Attributes

- Enthusiastic and energetic with a proactive attitude
- Confident, well-presented and engaging with a personal warmth that engenders mutual respect with staff, parents and visitors
- Flexible and responsive to the needs of the college community and driven to achieve the best outcomes
- Willingness to learn and develop in a supported environment
- Motivated with a “can do” attitude.

## Mandatory Criteria/Professional Registration/Other

- Current Working with Children Suitability Card - The successful candidate will require a paid Blue Card before commencement as per the No Card, No Start policy developed by Queensland Government
- Qualification at certificate level or equivalent knowledge and experience relevant to the position
- Current Driver's Licence
- Ability to travel from time to time within the Catholic Diocese of Townsville
- Ability to perform the physical requirements of the role in a safe manner.

## Desirable Criteria

- Recent administration experience in a school or other environment.

*Some employees may be subject to pre-employment medical assessments during the selection process. Depending on the nature of the position, it may be necessary for successful applicants to be immunised against certain preventable diseases in order to minimise the risk of transmission.*

## HOW YOU WILL BE ASSESSED

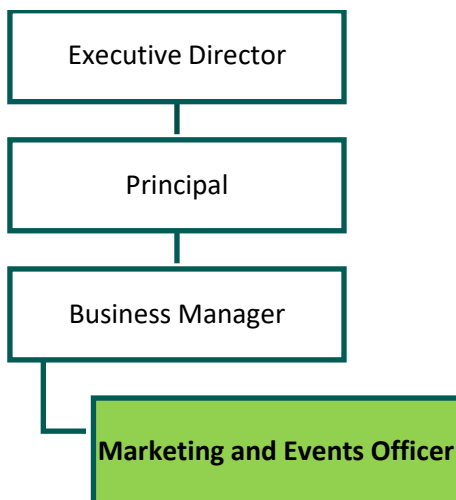
How we do things is as important as what we do, therefore you will be assessed on your ability to use your experience, knowledge, skills and competencies confidentially with good judgement and wisdom.

You will be assessed on your ability to demonstrate the following four capabilities – Personal, Professional, Relational and Organisational within context to the key accountabilities identified above.

Capabilities	
Personal	Professional – Knowledge and Understanding
Engages in self-reflection	Is aware and responsive
Gives witness to personal faith and commitment	Integrates a Catholic stance in area of responsibility
	Supports and engages change processes
Displays a sense of self-efficacy and personal identity	Demonstrates appropriate styles of decision making
Displays intuition as well as logic and reason	Inspires a collegial purpose and vision
Projects confidence, optimism and resilience	Supports efficient and robust structures and systems
Demonstrates honesty and integrity	Focuses on core outcomes and accountabilities
Demonstrates ethically responsible behaviours	Engages in workplace learning and relevant professional development
Is morally courageous	Operates with a commitment to sound educational focus
Demonstrates a commitment to personal spiritual growth	Operates with a spirit of service and professionalism
Displays imagination and vision	Develops moral purpose
Integrates work and personal life	Demonstrates capacity to provide professional support
Engages with the Catholic culture	
Is culturally sensitive	
Social and Interpersonal	Organisational
Is relationally adept	Gives priority to the Church's mission in education
Is emotionally mature	Engages in future thinking, aware of the big picture
Is guided by the spirit and teachings of the Gospel	Supports organisational capacity to respond to contemporary and future needs
Communicates with confidence	Avoids imposing old paradigms on new realities
Is authentically present	Supports a growth promoting workplace
Displays a trusting disposition	Exercises committed and ethical stewardship
Supports collaborative and productive working environments	Contributes to organisational sustainability
Engages in positive politics	Supports a sharing organisational culture that focuses energies and talents
	Operates in fidelity to Catholic social teaching and environmental responsibilities

## REPORTING & OTHER RELATIONSHIPS

The Marketing and Events Officer is accountable in the first instance to the Business Manager and then to the Principal. The Marketing and Events Officer consults and liaises with other TCEO personnel, Principals in schools, and other Diocesan staff/committees, where appropriate.



## ACKNOWLEDGEMENT

I have read, understood and acknowledge the scope and responsibility of the position outlined in this position description.

**Employee Name:** \_\_\_\_\_

**Signature:** \_\_\_\_\_ **Date:** \_\_\_\_\_