



ROLE DESCRIPTION

Position Title: Marketing Officer

Reports To:	The Marketing Officer reports to the Principal through the Business Manager.
Reporting Relationships & Key Liaisons:	Working under the broad guidance and professional direction of the Business Manager, the Marketing Officer liaises and works collaboratively with key stakeholders, including the College Registrar, to achieve desired marketing outcomes and shared goals.
Hours of Work	Full time <i>*Part time hours may be negotiated with the successful applicant</i>
Tenure	12 Month* Maternity Leave Contract Position <i>*The College cannot guarantee when the employee on parental leave may return to their original position as this will be determined by factors beyond the College's control.</i>
Classification:	This position is classified as a <i>Level 6 School Officer</i> in accordance with the <i>Catholic Employing Authorities Single Enterprise Collective Agreement – Religious Institute Schools of Queensland 2019-2023</i> .

College Culture Statement

St. Ursula's College, Toowoomba, a Catholic educational and residential community in the Ursuline Tradition, is dedicated to the education and care of young women.

We strive to create learning opportunities that will encourage students to take responsibility for their own thinking and learning, so that they may become more resourceful and empathetic young women who seek:

- the development of a personal faith and spirituality;
- participation and leadership in all facets of today's and tomorrow's world.

The challenge for all is to model relationships within and beyond our community based on:

- mutual respect;
- tolerance and acceptance;
- care for the individual and the environment;
- interdependence and collaboration;
- service



so that our students, growing in wisdom, justice and integrity will contribute responsibly to their own transformation and that of society.

Position Purpose

The Marketing Officer is responsible for coordinating and administering the marketing functions of the College. The Marketing Officer's primary role is to coordinate, implement and evaluate the marketing and communications activities for St Ursula's College Toowoomba to ensure the most effective and efficient utilisation of available resources.

Key responsibilities and accountabilities of the Marketing Officer include, but are not limited to:

Brand

Ensuring the College's brand, reputation and activities are positively and consistently communicated to external and internal audiences.

Publications

Overseeing, producing, and distributing College publications, advertising, signage, press release.

Original development and writing of promotional and advertising material requiring discretion and judgment concerning content and design.

Maintaining the College's social media platforms (Facebook, Instagram, LinkedIn) and College Website.

Communications

Original writing of communication material requiring discretion and judgment concerning content and design.

Managing the writing, coordination and provision of promotional literature including the College's Enews, prospectus, brochures, advertisements exhibition displays and photography associated with College publications and College events.

Updating and maintaining the College's social media platforms (Facebook, Instagram, LinkedIn) and College Website.

Events

Responsibility for the development of communication strategies including public relations and promotional events that increase the positive profile of the College and support increased enrolments.

Responsibility for coordination of event management.

Enrolments

Working closely with the College Registrar and other relevant stakeholders to ensure the College's marketing and communication programs relating to enrolments are timely, effective and monitored.



Digital

Coordinating the College's digital communication strategy (including social media), playing a central role in shaping online brand and presence including producing cross-channel content and managing online engagement.

Analysis

Analysing, evaluating and reporting the effectiveness of marketing activities and informing future decision making.

Branding

Maintaining and monitoring the College's Style Guide to ensure consistency of message and image in all College publications and website presences.

Alumnae

Supporting the publicity of the Past Students Association and develop relationships with past students and staff.

Partnerships

Building, developing and monitoring effective internal and external partnerships to ensure the College has a positive image to stakeholders.

Media

Optimising positive media coverage through liaising with media, identifying opportunities and managing issues.

Administration (General)

- Administration and oversight of marketing records.
- Prudent management of Marketing finances.
- Providing advice and updates to the Principal and Business Manager regarding Marketing activities.
- Remaining abreast of all marketing issues and developments through appropriate professional memberships and current research.
- Being a spokesperson and resident expert on marketing matters at the College.

Skills and Abilities

- Positive, solution-focussed attitude when handling complex situations.
- Excellent project management and organisational skills, and ability to manage varied and conflicting demands to agreed standards and timelines.
- Ability to work at all levels within the organisation and a range of stakeholders both internal and external to the College.
- An ability to work within and understand financial parameters and fiscal responsibility.
- Demonstrated ability to maintain a high level of confidentiality.



- Demonstrated ability to develop strong internal and external partnerships using advanced communication and interpersonal skills.
- Excellent oral and written communication.
- Analytical skills.
- Well-developed information technology skills.
- Well organised and flexible approach.

Additional Requirements

- All employees of St Ursula's College must:
 - Maintain a degree of flexibility in working hours from time to time as required for the position;
 - Accept that the College reserves the right to modify the position (including this Position Description) at any time to meet its operating needs;
 - Assist and relieve in other positions from time to time;
 - Demonstrate support for the College's ethos, policies and procedures and core values;
 - Attend major College events including, but not limited to Masses, Liturgies, Presentation Days, Academic Assemblies and any other event as directed by the Principal or their delegate.
 - Undertake other reasonable and relevant duties within skills, knowledge and capabilities and as when directed by the Principal or their delegate.

Work Health & Safety

All team members have an obligation to comply with all the organisation's workplace health and safety policies, procedures and instructions and not place at risk the health and safety of any person at the workplace.

Equal Opportunity

All team members are required to be aware of and demonstrate a commitment to the principles of equal opportunity in the workplace.

Staff Professional Learning

All team members are required to participate in staff training and development activities to assist in the achievement of individual/work objectives.

Remuneration

This position is classified as a Level 6, School Officer in accordance with the *Catholic Employing Authorities Single Enterprise Collective Agreement – Religious Institute Schools of Queensland 2019-2023*.

Variation

The College reserves the right to modify this Role Description at any time.



SELECTION CRITERIA

- Degree in marketing, public relations and/or communications from a recognised tertiary education provider;
- Minimum of five (5) years experience in marketing, public relations and/or communications supported by relevant tertiary qualifications.
- Professional, courteous and pleasant demeanour.
- Capacity to implement an integrated strategic marketing agenda for the College.
- Experience in publication and print management.
- Experience in developing and implementing successful communication campaigns.
- Experience with the provision of written and electronic advertising and promotional material.
- Proven media relations success.
- Experience in the use of contemporary software appropriate for duties, including advanced technology skills with sound understanding of website management and social media.
- Outstanding interpersonal and organisational skills.
- Current First Aid Certificate and CPR or ability to obtain one.
- Current Blue Card/Positive Notice Working with Children check or ability to obtain one.
- Current Driver Licence.
- Current Police Check.
- Willingness to support the College's ethos.

Preferred Criteria:

- Understanding of, or previous experience in, the education sector would be highly regarded.

Professional Memberships:

- Not a minimum requirement.