

# Digital Marketing & Publications Officer – Development Office

## Position Description

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De La Salle College is actively committed to fostering a community of safeguarding that recognises and upholds the dignity and rights of all children.

De La Salle College is an equal opportunity employer.

*“The young should be able to see in your wisdom how they should behave.”*

*St John Baptist de La Salle - (Med 132.1—on the life of Saint Norbert)*

## Role Description

The Digital Marketing & Publications Officer supports the mission, vision and philosophy and values of the College community and the College's Lasallian tradition wherein respect is the foundation for all relationships and the safety and wellbeing of all students is at the forefront.

This role plays a pivotal role in our Marketing department, directly reporting to the Marketing Manager. This position is key to crafting and implementing our digital marketing strategy, focusing on managing social media, maintaining the College website, and handling the college's external and internal communication efforts. This encompasses newsletters, publications, and invitations, ensuring that our messaging is impactful, aligns with our brand identity, and meets the expectations of our intended audience.

The Digital Marketing & Publications Officer is a member of the Development Office team, which is dedicated to upholding the mission, vision, and values of the College community, as well as the Lasallian tradition that prioritises respect in every interaction.

## Key Responsibilities

- **Implement and Monitor Social Media Content:** Develop and execute a cohesive social media strategy across various platforms (e.g., Facebook, Twitter, Instagram, LinkedIn) to enhance engagement with our community and increase brand awareness. Monitor performance metrics to optimise content and strategy.
- **Monitor and Update College Website:** Regularly update the college website with fresh content, ensuring that information is accurate, engaging, and aligns with SEO best practices.
- **Manage External and Internal Communications:** Take charge of the college's external and internal communications, focusing on newsletters, publications, and invitations. This includes content creation, editorial oversight, design coordination, and implementing effective distribution strategies to engage the college community and the public.
- **Manage and execute content Creation and Editorial Oversight:** Craft compelling content for various channels, including social media, the college website, and print publications. Ensure all content is on-brand, error-free, and tailored to the target audience.
- **Design Coordination and Distribution Strategy:** Collaborate with designers to ensure all visual content aligns with brand guidelines. Plan and execute distribution strategies for print and digital publications to maximize reach and engagement.

## Qualifications / Selection Criteria

Experience, skills and qualifications:

- Bachelor's degree in Communications, Journalism, Public Relations, or related field.
- Proven experience in communications, publishing, or a related role, preferably in an educational or nonprofit setting. This role could be especially well-suited to a university graduate who has had relevant experience during their studies, such as working on university publications, internships in communications departments, or managing newsletters for student organisations.
- Strong writing, editing, and proofreading skills, with the ability to produce compelling and accurate content.

- Familiarity with content management systems, email marketing tools, and social media platforms, demonstrating an understanding of digital communication strategies.
- Ability to manage multiple projects and tight deadlines, showcasing strong organisational and time-management skills.
- Excellent interpersonal and collaboration skills, with a proven track record of working effectively with diverse teams and stakeholders.
- Creative thinking and problem-solving abilities, with a keen eye for design and aesthetics to oversee the visual aspects of publications and invitations.

## Professional Practice

- Attend required training and professional learning programs to maintain skillset for this role;
- Attend and participate in College's First Aid and Emergency procedures;
- Attend whole College events such as Faith Formation days, sports events and College assemblies;
- Participate in annual performance reviews.

## Personal Attributes

- Highly organized and self-motivated.
- Creative and innovative thinker.
- Strong team player with the ability to work independently.
- Passionate about education and engaging with the college community.
- Adaptability and flexibility in a fast-paced environment.
- Alignment with the values and Catholic ethos of the College;
- A commitment to the College's Child Protection Policy upholding the school's statement of commitment to child safety at all times;
- Provide support across the Business Development Team as required.
- Working with Children Check for Victoria and National Police Record Check required prior to commencement.

## Child Safety

The College has a zero tolerance of all forms of child abuse and actively works to listen to and empower students. The College has policies and processes in place to protect students from abuse and takes all allegations and concerns seriously, and responds in line with the organisation's policies and procedures.

Staff must adhere to the following:

- A thorough understanding of the College's Child Protection - Child Safety and Wellbeing Policies and the Child Safety Code of Conduct, and any other policies or procedures relating to child safety and wellbeing;
- Assist in the provision of a child-safe environment for students;
- Demonstrate duty of care to students in relation to their physical and mental wellbeing.

Breaches will be managed as per the CEMEA 2022 Clause 13 – Managing Employment Concerns.

## Occupational Health and Safety

There is responsibility, incumbent on all staff, to ensure that the regulations associated with Occupational Health and Safety are adhered to.

Staff are advised that they are to:

- Take reasonable care of their own safety and health and safety of others affected by their acts or omissions;
- Report hazards, accidents or incidents (near misses) in accordance with agreed college procedures;
- Follow established safe working procedures, instructions and rules;
- Cooperate with the employer with respect to any action taken by the employer to comply with any requirement imposed by or under the act;
- Not willfully or recklessly interfere or misuse anything provided in the interests of health and safety or the welfare of others;
- Not willfully place at risk the health and safety of any other person in the workforce.

The complete Occupation Health and Safety College Policy may be viewed through accessing the College Policies on the Learning Management Platform (OLLIE).

## Conditions

The position is employed in accordance with the terms and conditions of the Catholic Education Multi Employer Agreement 2022.

The successful applicant would require a commitment to ongoing professional learning and hold relevant qualifications. All employees at De La Salle College are to follow college policies and procedures, including the Occupational Health and Safety Act 2004 and Equal Opportunity Act.

<b>Classification:</b>	Education Support Officer Category C, Level 3
<b>Employment Status:</b>	Fixed Term
<b>Time Fraction:</b>	Full Time
<b>Hours of Work:</b>	8:30am to 4:30pm
<b>Leave:</b>	7 weeks annual leave to be taken during school holidays

This Position Description may be subject to change during the term of the appointment as part of a normal process of ongoing evaluation of the College's operations.

## Accountability

<b>Reports to:</b>	Marketing Manager
<b>Internal liaisons:</b>	Staff, students, parents
<b>External liaisons:</b>	Contractors, suppliers, Parent Network representatives and Old Collegians